

Final Report
October 2000



DOWNTOWN MASTER PLAN

City of Burlington, Wisconsin



SCHREIBER/ANDERSON ASSOCIATES, INC., MADISON, WISCONSIN
VANDEWALLE & ASSOCIATES, MADISON, WISCONSIN

In Association with

KAPUR AND ASSOCIATES, MILWAUKEE, WISCONSIN

TABLE OF CONTENTS

	ACKNOWLEDGEMENTS	Page 2
I.	INTRODUCTION	Page 3
II.	DOWNTOWN ANALYSIS	Page 6
	Market Assessment	
	Infrastructure Assessment	
	Zoning and Land Use Assessment	
	Visual Character Assessment	
III.	MASTER PLAN RECOMMENDATIONS	Page 19
	Redevelopment Recommendations	
	Transportation Recommendations	
	Parking Recommendations	
	Wayfinding Recommendations	
	Architectural Guidelines	
IV.	IMPLEMENTATION STRATEGY	Page 35

List of Figures:

Figure 1:	Study Area
Figure 2:	Proposed Historic District
Figure 3:	Redevelopment Recommendations
Figure 4:	Transportation Recommendations
Figure 5:	Parking Recommendations
Figure 6:	Typical On-Street Parking Plan
Figure 7:	Streetscape and Wayfinding Recommendations
Figure 8:	Typical Streetscape Plans and Sections
Figure 9:	Perspective Illustration -Pine/Chestnut Intersection
Figure 10:	Conceptual Wayfinding Signs
Figure 11:	Conceptual Wayfinding Signs
Figure 12:	Design Guideline Zones
Figure 13:	Aerial Photos -Character Zones
Figure 14:	Aerial Photos -Character Zones
Figure 15:	Aerial Photos -Character Zones

Cover Photo:

View of Downtown Burlington looking north to Echo Lake

ACKNOWLEDGEMENTS

DOWNTOWN CITIZEN COMMITTEE

David Torgler, City Administrator
Dr. Bill Stone, Property Owner
Pat Bigelow, Business and Property Owner
Doug Lind, Historic Preservation
Jeannie Hefty, former Mayor
Jan Ludtke, Chamber of Commerce
Gina Maas, Chamber, Business Owner
Carolyn Siegesmund, Racine County Economic Development Committee (RCEDC)
Jenny Trick, RCEDC
Jon Neuman, Bank One
Randy Young, M&I Bank
Mark Fitzgerald, former City Administrator

COMMUNITY DEVELOPMENT AUTHORITY (CDA)

Jack Eckola, Chairman	Jim Spiegelhoff
Mayor Claude Lois	Ken Jaeger
Alderman Yvonne Braunschweig	Lynn Greunke
	Bil Scherrer

CITY COUNCIL

Mayor Claude Lois	Alderman Thomas Vos
Alderman John Thate (Council President)	Alderman James McCourt
Alderman Brady Manor	Alderman Laurence Donacher
Alderman Peter Hintz	Alderman Yvonne Braunschweig
Alderman Robert Miller	Alderman Frank Cannella

CITYVISION ASSOCIATES

Tim Anderson and Gil Jevne, Schreiber/Anderson Associates, Inc.
Scott Chesney and Kathy Miller, Vandewalle & Associates, Inc.
Tom Foht, Kapur and Associates

CityVision Associates (CVA) is collaboration between Schreiber/Anderson Associates, Inc., Vandewalle & Associates and Anderson Illustration Associates of Madison, Wisconsin, created to offer urban design, economic planning and municipal engineering services to municipalities and private sector groups. The mission of our team is to assist these groups with the organization, research, planning and design needed to "vision" a new future for their urban centers and to identify creative and implementable solutions to the functional organization and management problems facing downtown, waterfront, and central area neighborhoods.

Our professional staff includes urban planners, economic development specialists, market analysts, landscape architects, urban designers, architects, civil engineers and transportation engineers. The professionals on our team are personally committed to the belief that our central areas are viable economic, cultural, and opportunity centers for the communities and the regions that they serve.

INTRODUCTION



View of the entrance into downtown from the west along Milwaukee Avenue (STH 36). Proposed improvements include historic preservation of building facades and streetscape enhancements to link the downtown retail core with the Fox River.

I. INTRODUCTION

In 1996, the City of Burlington embarked on a major river redevelopment project along the Fox River and White River in downtown Burlington. As the riverfront project developed, the City determined that it was critical to prepare a master plan for the downtown to strengthen the relationship between the river and the downtown and capture economic opportunities that would result from new public and private investments in the riverfront area.

Other factors which also contributed to the need for a downtown master plan included the City's preparation of a comprehensive transportation plan that would affect circulation patterns through the downtown area; the inclusion of the downtown within a Tax Incremental Financing District that could fund public and private improvements for the downtown; the City's initiative to designate the downtown as a National Register Commercial Historic District; and the City's recognition that downtown Burlington functions as the "heart" of the community and that improving the physical and economic vitality of the downtown would directly enhance the quality of life for the entire community.

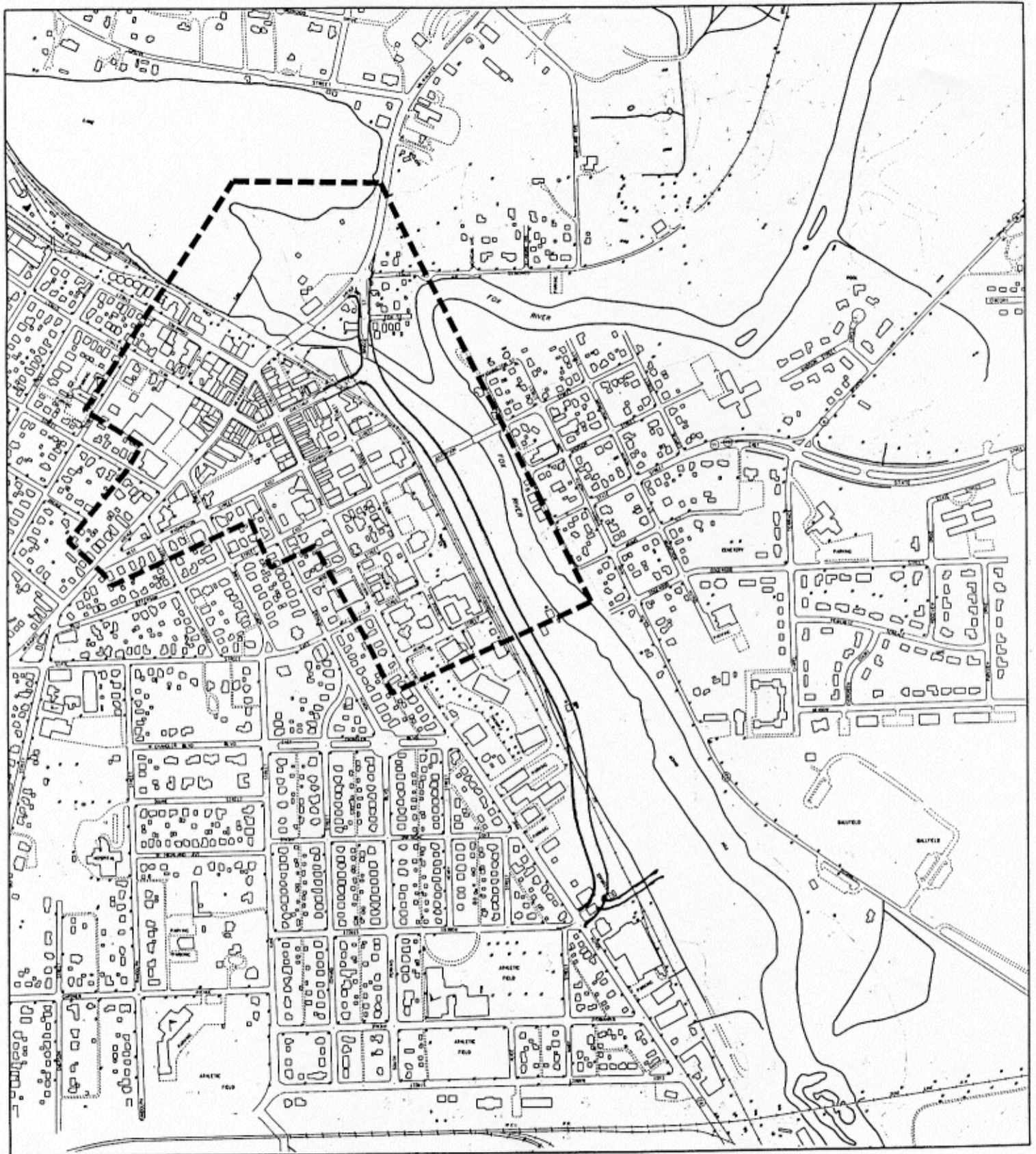
In 1998, the City of Burlington commissioned a collaboration of firms to prepare a comprehensive master plan for downtown Burlington. This collaboration included Schreiber/Anderson Associates of Madison, Wisconsin, Vandewalle and Associates of Madison, Wisconsin, and Kapur and Associates of Milwaukee, Wisconsin. This collaboration is collectively known as CityVision Associates.

This master plan document is intended to provide a guideline to assist the City, public agencies, developers, business owners, property owners and others in the short-term and long-term redevelopment activities. Implementation of the master plan recommendations will require flexibility, balance and cooperation among various entities to achieve the highest and best use for the central area. Specific projects identified in the master plan will require further analysis and design and City Council approval prior to implementation.

This master plan has been based on information derived from personal interviews and public input sessions; review of previous studies, reports, plans and data about the city and the downtown; on-site reconnaissance; the knowledge and experience of the consultants; and feedback from the citizen committee, city staff, Community Development Authority (CDA) and the public on findings and recommendations.

Study Area

The study area for the master plan generally includes an area bordered by the Fox River and Echo Lake on the east; Adams Street on the south; the intersection of Milwaukee Avenue and Washington Street on the west; and Conkey Street on the north. (**Figure 1**)



SCHREIBER ANDERSON ASSOCIATES
 ARCHITECTS
 100 EAST MAIN STREET, SUITE 200, BURLINGTON, WI 53105
 PHONE: 608/263-1111 FAX: 608/263-1112

UNDERHILL & ASSOCIATES
 ARCHITECTS
 100 EAST MAIN STREET, SUITE 200, BURLINGTON, WI 53105
 PHONE: 608/263-1111 FAX: 608/263-1112

K&A
 KAPUR AND ASSOCIATES
 ARCHITECTS
 100 EAST MAIN STREET, SUITE 200, BURLINGTON, WI 53105
 PHONE: 608/263-1111 FAX: 608/263-1112

BURLINGTON DOWNTOWN MASTER PLAN BURLINGTON, WI.



SCALE: 1" = 600'

Figure 1: Study Area

Master Plan Goals

The primary goal of the Burlington Downtown Master Plan is to create a comprehensive long-range vision and implementation strategy for linking downtown Burlington's future with its rich historic past and new Fox River development. Key objectives of this master plan include the following:

1. Establish downtown Burlington as a mixed-use activity center for the community and the region, including retail, office, service, civic, residential and recreation land uses.
2. Identify opportunities for infill development to strengthen the downtown's land use mix and business opportunities.
3. Improve access to the downtown including improvements in traffic circulation, pedestrian/bicycle circulation, parking and community wayfinding.
4. Strengthen the historic downtown core as a pedestrian-oriented retail district.
5. Improve the connections between the downtown, surrounding neighborhoods and community destinations.
6. Preserve the historic character of the downtown while accommodating new urban infill development.
7. Establish anew theme and identity for downtown Burlington through historic preservation and new streetscape and public space development.
8. Build partnerships between the public and private sectors to implement master plan recommendations.

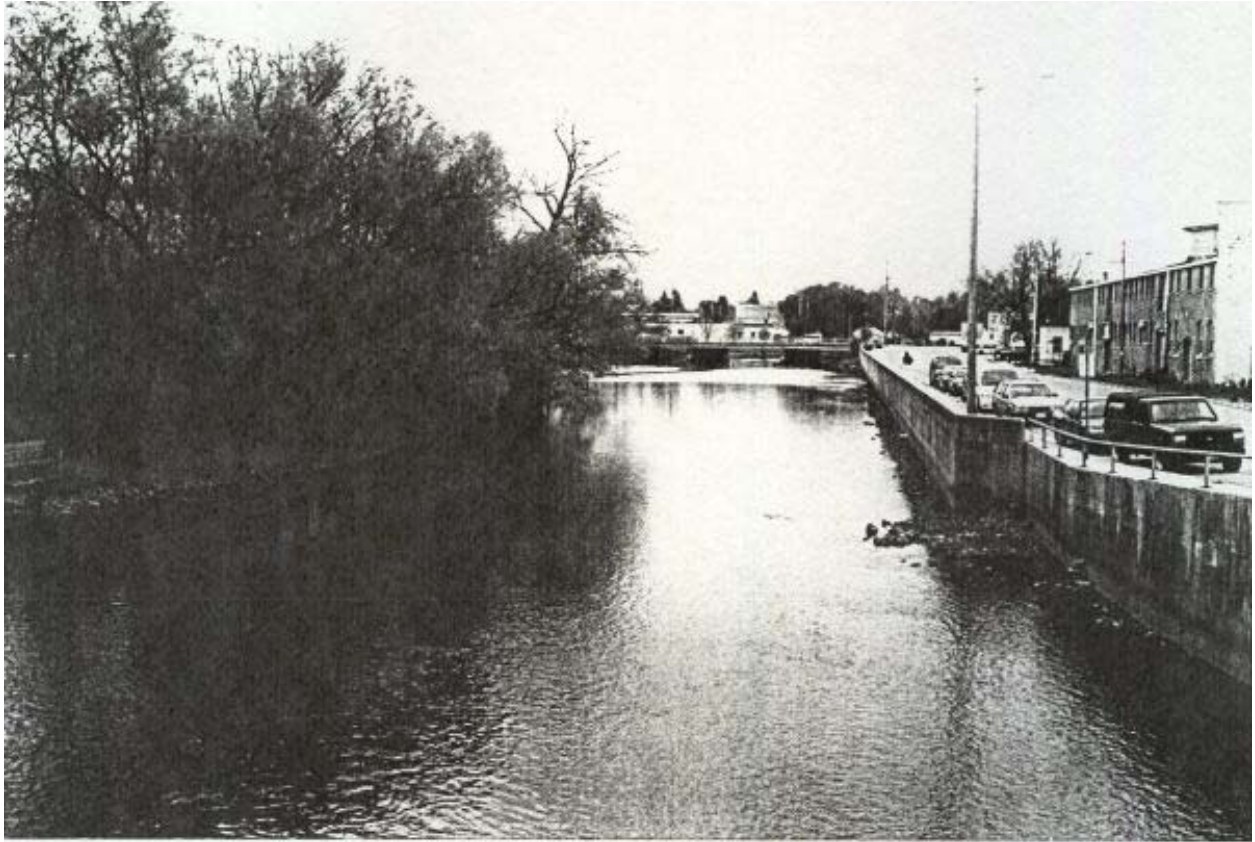
Public Process

The master plan for downtown Burlington was prepared as part of a thorough public input and review process. The Community Development Authority (CDA) served as the principal recommending body to the City Council for this project. In addition, a citizen committee representing downtown interest groups, Chamber of Commerce, business owners, property owners, historic preservation advocates and city staff was established to discuss consultant recommendations and serve as a conduit of information to their constituent groups and the Community Development Authority. A total of ten meetings were held during the master planning process to solicit public input, review findings and approve recommendations. These meetings included:

- A two-day planning workshop in Burlington to inventory the downtown's physical and economic conditions and conduct personal interviews with individuals and groups about the future of downtown Burlington.

- Six meetings with the downtown citizen committee to discuss master plan recommendations and implementation strategies.
- Two worksessions with the Community Development Authority to discuss master plan recommendations and implementation strategies.
- A community forum to present and receive input on preliminary master plan recommendations.
- A public presentation of the final downtown master plan.

DOWNTOWN ANALYSIS



View of proposed riverfront redevelopment area looking south along the White River and existing Bridge Street. Proposed improvements include public park space, new residential uses and the construction of a new Bridge Street and railroad overpass.

II. DOWNTOWN ANALYSIS

In preparation for making downtown recommendations, CityVision Associates conducted a general assessment of the market and physical conditions for downtown Burlington to identify the opportunities and constraints for revitalization and redevelopment. This downtown analysis was based on information derived from personal interviews, site reconnaissance and review of data about the downtown and community, and includes:

- A Market And Business Mix Assessment describing the current economic conditions and market potential for downtown Burlington
- An Infrastructure Assessment, including a general assessment of transportation, parking and utilities
- A Zoning and Land Use Assessment
- A Visual Character Assessment describing public streetscape character and architectural character

MARKET ASSESSMENT

Downtown Burlington has a substantial opportunity to strengthen its position more favorably in the marketplace. Positive indications show potential for Burlington to grow and prosper in the future with proper planning and implementation. Typically a market area's ability to support new development is based on population, employment, and income data, as well as the ability to capture non-residential economic opportunities.

Burlington's healthy population growth continues to outpace Racine County, Southeastern Wisconsin, and Wisconsin. A 5.6% population growth was achieved from 1980 to 1990. Between 1990 and 1998 Burlington grew 8.6%, while Racine County grew 7.0%, Southeastern Wisconsin grew 5.4%, and the State of Wisconsin grew 7.0%. Housing has increased a healthy 13.9% from 1980 to 1990. Vacancy rates are low at 1.7% and a median value for houses in 1990 was \$71,400.

Employment in Racine County is projected to remain flat or increase 1.6% between 1998 and 2003. This is slightly lower than the employment growth for the State of Wisconsin. The unemployment rate of 5.2% in Racine County is higher than Wisconsin's 4.2%. This does indicate opportunity and an available workforce. Burlington, as well as Racine County, remains strong in manufacturing and service businesses. Burlington has an impressive list of major private-sector employers.

Per capita income in 1990 for Burlington was \$14,072, which was higher than Racine County at \$14,023 and Wisconsin at \$13,276. Median income for Burlington in 1990 was at \$33,609 higher than Racine County at \$32,751. Personal income in Racine County is projected to grow 28.6% from 1997 to 2003, while the State of Wisconsin is expected to grow 32%.

The major areas for downtown Burlington to explore are improving the business mix, making the streets more pedestrian friendly, and maximizing the current parking through more effective use of existing parking and strategic additions to the parking supply. Although the downtown business mix was perceived as weak, there are several strong anchor businesses and potential to build on existing stores. Anchor businesses mentioned in the interviews were Delights, Flippy's Restaurant, Schuette Daniels, Itzin's Shoes, The Bulletin, Cellular City, and Just Having Fun Music Store. Businesses to consider recruiting are in the categories as follows:

Shoe repair	Fine Dining
Eyeglass	Copier/ Printing / Office Supply
Records/ CD's	Museum
Upscale resale	Ethnic Restaurants
TV/ stereo and repair	Motorcycle sales / service
Music equipment	Quilts/ yarn / needlework
Women's specialty	Health food
Nail / tanning	Bakery / Bread / Bagel
Boating/ lake / outdoor theme	Candy/ Nuts/ Chocolate Outlet
Books	

Several people voiced concern to keep the "small town atmosphere" in Burlington. Offering special and superior service to customers make downtowns different from "chain" stores in strip centers and shopping malls. Downtowns all over the state and country are competing with large malls and chains and the ones who offer a unique "experience" survive. Interviews mentioned the shoe store, Itzin's, citing they remember customers sizes and other stores call customers by name. Service and selection are often more important in the long run to most customers than price.

The trade area to target market appears to be a 20 to 30 mile radius. Some communities mentioned were Waterford, Twin Lakes and Racine. While Lake Geneva is not a targeted community, traffic from Lake Geneva is a future possibility. Other communities to consider are Elkhorn, East Troy, Mukwonago, Wind Lake, Union Grove, Silver Lake, Kenosha, and northern Illinois. Specific and concentrated advertising and marketing to these areas may prove beneficial.

Making the downtown more pedestrian friendly and addressing parking issues are obviously important from a retail business standpoint. The desire is for businesses to cluster or position themselves in areas close together to share each other's customer base. Although downtowns are destination spots, neighboring residents provide the sustaining economic base as long-term customers. The growth and repositioning of downtown Burlington is important for the entire city. Strong events, such as Chocolate Fest and the Liar's Club, bring new people to the downtown. With support from the Chamber of Commerce and local business people new events and growing current special events is critical in retaining, recruiting, and growing businesses for the future.

1. Regional and Local Population Growth Trends and Projection

	1980	1990	%+/-	1995	%+/-	2000	%+/-
Burlington	8,385	8,851	5.6%	9,186	3.8%	9,473	3.1

7.0% between 1990 - 2000

Racine Cty.	173,132	175,034	1.1%	180,941	3.4%	185,000	2.2%
-------------	---------	---------	------	---------	------	---------	------

5.6% between 1999-2000

SE Wisconsin 2.6% between 1980 - 1990

	1990	1998	%+/-	2002
Burlington (city)	8,851	9,619	8.6%	17,400 = 22,800
Burlington (town)	5,833	6,117	4.9%	*(combined city and town)
Racine County	175,034	187,330	8.0%	195,600 - 248,200
SE WI	1,810,364	1,908,140	5.4%	2,077,900 - 2,367,000
Wisconsin	4,891,769	5,234,350	7.0%	5,603,528 (2015 projection)

Burlington has faster population growth than Racine County, SE Wisconsin, and Wisconsin.

2. Housing

# of Households:	1980	2,929	1990	3,336	13.9% increase
Total Units		3,422			
Owner Occupied		2,028			
Median Value		\$71,400			
Renter Occupied		1,318			
Median Rent		\$356			
Vacancy Rate		1.7%			

3. Total Personal Income

	Per Capita Personal Income	Median Income
Burlington (1990)	\$14,072	\$33,609
Racine County (1990)	\$14,023	\$32,751
SE WI (1990)	\$14,551	\$38,516
WI (1990)	\$13,276	\$35,082
Racine County (1994)	\$21,964	
SE WI (1994)	\$23,453	
WI (1994)	\$20,884	

4. Economic Census/Employment

Employment in Racine County is expected to increase by 1.6% from 1997 to 1998. This is slightly lower than the 1997 growth of 2.0 1999 is expected to be flat. From 2000-2003, employment growth is forecast to increase around 1 %.

Racine County Current

Labor Force 93,717

Employment 88,850

Available Labor 4,867

Unemployment Rate 5.2%

Wisconsin Unemployment Rate 4.2%

5. Major Private-Sector Employers

Accro Tool	Burlington Consumers Cooperative
American Bin and Conveyor	Dawley Aviation, Inc.
Burlington Machine Tool Manufacturing Co., Inc.	U. S. Tanker - Fire Apparatus, Inca
Burlington Sanders	Waltco Truck Equipment
DNL Corporation	Tenneco Packaging
RIVCO Products	Bulletin Printing & Office Supplies, Inc.
Schafer Manufacturing, Inc.	Burlington Standard Press
Custom Service Plastics, Inc.	Data Graphics, Inc
Lavelle Industries, Inc.	Hi - Liter Graphics, Inc.
NEL Frequency Controls, Inc.	Circle Inc.
Dellaco International, Inc.	Tempo Components, Inc.
Tuscarora, Inc	Burlington Clinic
Echo Lake Farm Produce Company, Inca	Lakeview Terrace Retirement Home
Nestle' Chocolate & Confections	Memorial Hospital Corp. of Burlington
Purina Mills, Inc.	Heartland Business Services
Alby Material, Inc.	Ball - Foster Glass Container Company
J. W. Peters & Sons, Inc.	Wisconsin Brick & Block Corporation
Wisconsin Ergonomic Systems, Inc.	

This assessment is based on data collected from SWPRC, Forward Wisconsin, Department of Administration, Department of Revenue, US Census, as well as interviews with local merchants, property owners, and city employees.

INFRASTRUCTURE ASSESSMENT

The analysis of the current City of Burlington infrastructure includes a summary of existing transportation, parking, traffic and planning reports along with comments and concerns received through personal interviews.

Material that was referenced and summarized includes: Southeastern Wisconsin Regional Planning Commission - Racine County Jurisdictional Highway System Plan, 1993 Burlington Police Parking Study, Burlington Engineering Department Parking Study 1992, Summary of the Main Street efforts-1992, Burlington Bypass Environmental Impact Statement-1996, Burlington Downtown Traffic Study-1998, and numerous personal interviews of business owners, residents and public officials.

The infrastructure analysis has been broken into three major components: transportation, parking and utilities.

Transportation System

Overall System

The existing transportation system in the City of Burlington consists of a good mix of urban arterials, collector streets and local streets. State Trunk Highway (STH) 36, STH 83 and STH 11 travel through the City of Burlington and provide the main corridors of transportation. A Wisconsin Central Limited Railroad (WCLR) line runs north-south through the City with an east-west spur located in the southern portion of the City. The Fox River runs parallel along the WCLR corridor and the Echo Lake Spillway joins the Fox River just north of the downtown area.

The existing transportation system is experiencing congestion and over capacity creating an undesirable traveling condition in the City. SEWRPC has projected and reported these needs since the 1960's when they stated in their Planning Report No. 7: The Land Use Transportation Study, Volumes One, Two and Three that a bypass would be needed to relieve the existing highway system from the projected high volumes of traffic.

Segments between Commerce Street and Tuet Road on STH 36, between Dodge Street and State Street on STH 11 and between State Street and Market Street on STH 83 are currently over capacity. This means there is more traffic on these segments of roadway than the roadway can desirably handle. These segments of two-lane roadways currently have enough traffic to warrant four-lanes of traffic. Within a twenty-year time frame, additional segments of roadway will be at or over the traffic volume limits that warrant four lanes of traffic.

The increased volume of traffic has initiated the use of a one-way pair street system on STH 83 and STH 11. This one-way pair system, while it relieves Pine Street and Chestnut Street

from being over capacity from a traffic standpoint, creates indirection and confusion for the driving public as they try to reach their destination in the downtown.

The congestion in the City created by the high volumes of traffic is multiplied by the train traffic and the high percentage of truck traffic on the highway system. Because of the current alignments of the existing transportation system, all three of the STH's direct traffic into the downtown area. All of the intersections' with the WCLR are at-grade crossings which stops traffic on the system each time a train travels through the City. Full size semitrailers have difficulty maneuvering through the tight alignments of STH 83 and STH 11 creating further delays as the other vehicles must wait until the semi's traverse the tight turns.

The STH system in the City of Burlington experiences an accident rate of two to three times the statewide average for similar types of roadways. This information was averaged over a three-year period from 1992 to 1994.

Because of the high traffic volumes and the large percent of trucks, it was noted in a number of the interviews that it was undesirable to travel into the downtown area and to park your car. For the same reasons, it is felt that there is very little pedestrian and bicycle traffic in the downtown area.

Truck Traffic

SEWRPC had completed an origin-destination traffic study in 1985 as part of their amended The Racine County jurisdictional Highway System Plan - 2000. This study showed that there were approximately 4,000 trucks per day traveling into, out of, or through the City of Burlington on any given day. It was also determined that 1,000 of those trucks were traveling strictly through the City. Kapur and Associates, Inc. completed a survey of the industries in the City of Burlington that utilize trucks for deliveries and shipping to determine which areas of the City the remaining 3,000 trucks were traveling. It was determined that between 80% and 85% of those surveyed, traveled to the south side of the City towards the industrial park. This meant that only a small percentage of the truck traffic traveling on the highway system had destinations in the downtown area.

It is estimated that the truck traffic is 12% of the total current average daily traffic on the highway system.

Train Traffic

WCLR operates approximately 30 trains per day through the City of Burlington. They have stated that they would like to double track the route through the City further expanding the number of trains traveling through the City. This would create additional delays for the traveling public.

Each of the existing roadway crossings of the railroad tracks is an at-grade crossing. As mentioned previously in this memorandum, each time a train travels through the City, delays

are created at the intersecting roadways. This creates additional congestion on the local street system and creates potential delays for emergency vehicles requiring to cross over the tracks. A railroad overpass or underpass located in the downtown area would greatly enhance the efficiency of the transportation system.

Pedestrian and Bicycle Traffic

Through the personal interviews that were conducted, a number of people noted that the downtown area is not very inviting for pedestrian or bicycle traffic. Pedestrians or bicyclists do not feel safe crossing streets with high volumes of traffic and a high percentage of trucks. It was also noted that it is difficult to have conversations at times due to the loud trucks.

Opportunities for Improving the Transportation System

There are plans being completed to make some improvements to a number of intersections in the City of Burlington. These improvements will provide some relief to the congestion and improve the safety in the downtown area for the short term. These improvements include adding signalized intersections and some minor geometric improvements at the intersections of Dodge Street and Jefferson Street, Pine Street and Jefferson Street, Pine Street and Madison Street, Pine Street and Adams Street, State Street and Main Street, and Milwaukee Avenue/Jefferson Street/McHenry Street/Amanda Street.

There are two major projects in the planning stages that will provide major improvements to the transportation system. These projects will provide the capacity for the expected growth in the Burlington area well into the future.

The first project is the Bridge Street Improvement project. This project would create a new four-lane divided corridor traveling north-south in the downtown area. It would also provide an overpass at the WCLR line.

This facility would serve as STH 83 and provide additional capacity needed in the downtown area. By providing a north-south corridor outside the core downtown area, traffic that does not have a destination in the downtown can avoid using the already heavily traveled streets of Pine Street and Dodge Street. This will relieve traffic on this current oneway pair system enough to allow Pine and Dodge Streets to convert back to two-way traffic. Eliminating the one-way pair system would provide a more efficient traffic pattern and make it easier to give directions.

Another transportation improvement project, which is associated with the Bridge Street improvement, is the realignment of STH 11. This project will provide another structure crossing over the Fox River from State Street on the east side to Adams Street on the west side. STH 11 would be routed up Pine Street from Adams Street, west onto Commerce Street, south on Origen Street and back onto Chestnut Street to exit west out of the City.

This improvement provides another structure over the Fox River and eliminates two ninety degree turns which trucks currently must maneuver through. This will help to minimize the existing congestion and delay.

Together, these two projects will circulate traffic more efficiently in the downtown area. This will create a safer, friendlier atmosphere for all traffic, including pedestrian and bicycle traffic.

The third major transportation improvement project is the STH 36, STH 83 and STH 11 Bypass. This project will provide a rural four-lane divided roadway around the City of Burlington. This facility will provide another railroad overpass on the south side of the City and it will further reduce the traffic volumes in the City of Burlington.

The Bypass, which will function as more of a beltline type facility, is expected to reduce the volumes of traffic in the City by as much as 40%. While the bypass will draw the through traffic, or traffic that has no destination in the City of Burlington, out of the downtown street system, its main user will be the traffic that has a specific destination in the City. For example, traffic on STH 36 or STH 11 (east) that wants to get to the industrial park currently has to go through the downtown to get to the industrial park. With the bypass, the traffic could utilize a portion of the bypass to get to the industrial park and eliminate traveling through the downtown area.

This project will also reduce the number of trucks that currently must travel through the City as STH 36, STH 11 and STH 83 traffic will now be routed onto the bypass. The existing state trunk highways inside the bypass corridor will be turned over the local municipality. This improvement project will further enhance the quality of the downtown area by reducing the volumes of traffic (including trucks), reducing the noise and creating a more desirable atmosphere for pedestrians and bicyclists.

Parking System

Parking has been an issue for the City of Burlington for the past decade. A couple of studies have been completed to determine both parking uses and parking needs in the downtown area.

A study completed by the Burlington Police Department in 1992-93 reviewed the overall use of the on-street and off-street parking in the downtown area. This study showed that on average the existing parking was utilized 50- 60% of the time and it appeared that there is sufficient parking. The police department went a step further and analyzed the core downtown area involving portions of Pine Street, Dodge Street, Commerce Street, Milwaukee Avenue, Washington Street and Jefferson Street and the public lot on Washington Street. They found that these areas were more heavily utilized. The on-street usage was between 80-85% and the public lot had about 73% usage.

The study noted that there is sufficient parking one to two blocks away from the core downtown area. However, the parking conditions in the core area needed to be addressed. One issue that was presented in this study (and at a number of interviews) was the need to have employees and owners of businesses in the core area park outside the core area. This would free up some parking for customers.

Another study completed by Jim Dunn of the City of Burlington Engineering Department, reviewed the number of spaces as compared to the area of retail floor space. It was determined that there are 3.88 parking stalls per 1000 square feet of retail floor space. To determine what relevance this number had with the actual need for parking in the downtown area, an average number of parking stalls per 1000 square feet of retail space for a variety of different retail types was calculated from the City of Burlington Parking Ordinance for businesses outside the core downtown area. This number calculated to be 5 to 6 parking stalls per 1000 square feet of retail space based on the total square footage of retail noted in Jim Dunn's study.

This gives a general idea of the parking needs based on the needs at the time; however, a more detailed analysis would be required to accurately state the need.

A number of concerns that were mentioned during the interviews include: the lack of parking, the difficulty in pulling into and out of parking stalls, the need to educate or enforce employees and owners of downtown businesses to park outside the core downtown area and the need for adequate space for loading and unloading supplies.

Opportunities for Improving the Parking System

There are a number of opportunities to improve the overall parking conditions in the downtown area. One improvement that could be made without any capital improvement costs would be to educate the employees and owners about the effects of using potential customers parking stalls and enforcing the parking restrictions and time limitations consistently. To entice employees and owners to park outside the core downtown area, a no fee or minimal fee parking pass could be issued for public lots outside the core area and higher fees for the "prime" public lots.

The transportation improvements that will be occurring will also provide opportunity for improvements in the parking system. By rerouting traffic and reducing the volume of traffic in the downtown area, existing streets could be redesigned to accommodate additional parking. Examples of this would include potential angle parking on the west side of Dodge Street and potentially closing off Chestnut Street in the Loop to allow parking only or pedestrian only. Because of the lower traffic volumes and the fewer number of trucks in the downtown area, it will be easier to access the downtown and more convenient to pull into and out of on-street parking stalls.

In addition to the transportation improvements that will be occurring, there will be potential for redevelopment areas in the downtown area. Within these redevelopment areas, there

would be a need to request additional off-street parking locations as part of the new development.

Utilities

The sewer and water facilities in the downtown area appear to be sufficient for proposed improvements in the downtown area. Standard maintenance issues should be addressed. Systems should be evaluated for replacement when roadway work is completed.

ZONING AND LAND USE ASSESSMENT

To an ever-increasing extent, the United States Supreme Court is recognizing the key role that zoning plays in plan implementation. First and foremost, the city's zoning ordinance should be designed to directly implement the city's planning objectives. Essentially, a modern planning-zoning relationship has a plan that is designed to be implemented through zoning and land division control, developer contributions, capital improvement strategies, and economic development programs to the maximum possible extent.

We find that the City of Burlington has a typical, older zoning ordinance, based on the original zoning ordinance for New York City, adopted in 1916. Such ordinances are typically adept at the regulation of lot sizes, setbacks and overall land use, but are not well tuned for dealing with issues of downtown economic development, character, nuances and aesthetics. This is generally true of Burlington's ordinance.

Burlington's system of defining and regulating land uses by type (independent of zoning districts) is becoming antiquated. Modern zoning regulations use categories of land use rather than precise listings of activities permitted/ prohibited, employ pre-identified regulations specific to the use category, and apply more conditional uses.

The city's current B-1 and B-2 land use districts utilize the typical "laundry list" of permitted and conditional uses. This is an increasingly inefficient system, which allows little flexibility for new uses. It provides no guidance for downtown urban character and aesthetic control-critical issues if Burlington is to maintain the historic integrity of its downtown as an economic entity. For example, B-2 prohibits buildings over 35 feet, but says nothing about a minimum height for infill or new construction to provide appropriate scale within the existing urban streetscape. Additionally, the lot size restriction is somewhat unreasonable for a core-city area and gives no guidance as to floor area ratio (FAR), nor to specifics of parking connections. Similar relationships and deficiencies can be found on the M-1 and M-2 districts.

Burlington's zoning ordinance also needs amending to preserve neighborhood character adjacent to the central business district. The existing B-1 district designation is appropriately used for corridor or "strip" retail centers, which have an automobile orientation and need to accommodate large movements at peak times. Yet B-1 states: "This type of district is generally located away from the traditional central business

district and provides such amenities as increased open space and off street parking and loading facilities, making such retail centers more compatible with the character of adjacent residential districts." We find this description of off-street parking and loading to be incompatible with preserving downtown neighborhood residential character.

The current ordinance makes no allowance for truly neighborhood-oriented business or office uses. These uses can be an important part of expanding the downtown business mix so as not to detract from the surrounding neighborhood, but rather to complement it and help preserve the edge between the commercial core and the residential areas surrounding it.

Recommendations

Burlington should commission a full review and replacement of its zoning ordinance in the near future. This review should be based on the downtown master plan and contemporary land use and redevelopment principals.

VISUAL CHARACTER ASSESSMENT

The following provides a general assessment of Burlington's downtown visual character and physical setting. Improvements to the physical environment will be necessary to create a sense of place and cohesive identity for the downtown, stimulate redevelopment and create a destination for residents, customers, employees and visitors.

Main Approaches to Downtown

Downtown Burlington is located at the convergence of several state highway corridors including STH 36 (Milwaukee Avenue), STH 83 (Pine Street), STH 11/142 (State Street) and STH 11 (Commerce Street and Chestnut Street). Westbound Milwaukee Avenue (STH 36) may be considered as the primary gateway into the downtown. As such, this corridor should be enhanced using signage, landscaping and streetscape elements to create an attractive approach to the downtown. A corridor plan and design guidelines should be prepared for this corridor to guide enhancements and redevelopment.

Downtown Entrances

Downtown Burlington is a major community destination, but is not visually well defined from major travel corridors. Downtown entrance features with landscaping and signage should be developed at the Commerce Street, Milwaukee Avenue, Pine Street and the future State Street entrances to the downtown. The bridge crossings into the downtown at Milwaukee Avenue, Bridge Street, Jefferson Street, and the future State Street should be enhanced with special treatments to serve as gateways into the downtown and new riverfront redevelopment area.

Wayfinding

A system of trailblazer "signs" should be located along main travel routes to lead visitors to the downtown from the edges of the community. A downtown wayfinding system should also be developed to clearly direct traffic to destinations in and around the downtown, such as public parking sites, city hall, public library, riverfront, museums, etc.

A pedestrian wayfinding system should be developed to promote a pedestrian-oriented downtown with pedestrian maps located along main pedestrian routes and at key public and private sites. Information kiosks and interpretative signage are other components of a pedestrian wayfinding system. Finally, directional signage should be located along recreational/commuter bicycle routes to lead residents and visitors to downtown destinations.

Architectural Character

Much of downtown Burlington has been proposed as a National Register Commercial Historic District with proposed boundaries identified in **Figure 2**. This area has a visually distinctive "sense of place" because of its historic character, unity of scale and density of development. Design guidelines have been prepared for this area to direct the rehabilitation of historic buildings within the proposed district.

In addition to this area, the downtown includes other areas that have a mix of building styles and uses that do not complement the character of the historic district. These areas include industrial and commercial uses located north, south and west of the historic district. Some of these areas have become more visually prominent as lands have been cleared for riverfront development.

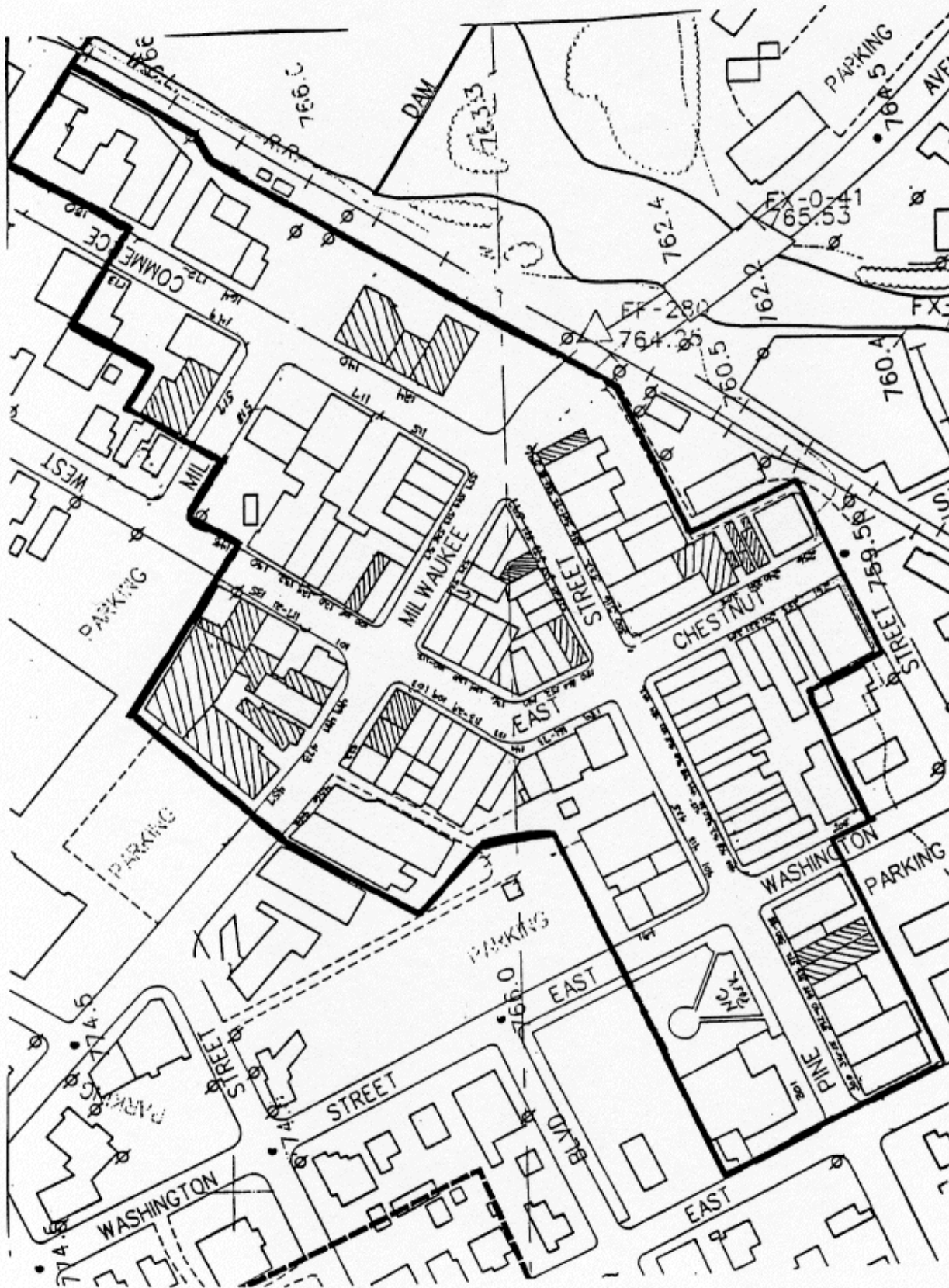
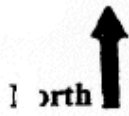
Successful revitalization of downtown will be dependent on improving the existing building facades and designing new development to complement the historic character of the downtown. Design guidelines should be prepared for these areas to ensure the preservation of the historic character and identity of the downtown.

These guidelines should not only address the primary building facades but also the rears of buildings that are visible from parking areas and public streets. Rear building improvements should include screening of loading and trash collection areas, landscaping of parking lots and the development of attractive rear building entrances related to customer parking areas.

Streetscape Character

Recently completed streetscape improvements on Pine Street (ornamental lighting, banners, special pavements, pedestrian crosswalks and signage) create a strong visual identity for the downtown that complements the downtown's historic character. Similar streetscape improvements should be completed on all downtown streets, particularly

**DOWNTOWN HISTORIC DISTRICT
BURLINGTON, RACINE COUNTY, WISCONSIN**



Contributing
 Non-Contributing
 Boundary

Figure 2: Proposed Historic District

within the historic district and on those streets that link the downtown with the new riverfront development.

Streetscape improvements should also include the removal of overhead power lines along major travel routes and primary pedestrian corridors, landscape beautification of railroad corridors and the screening of parking lots to maintain the continuity of streetscape character.

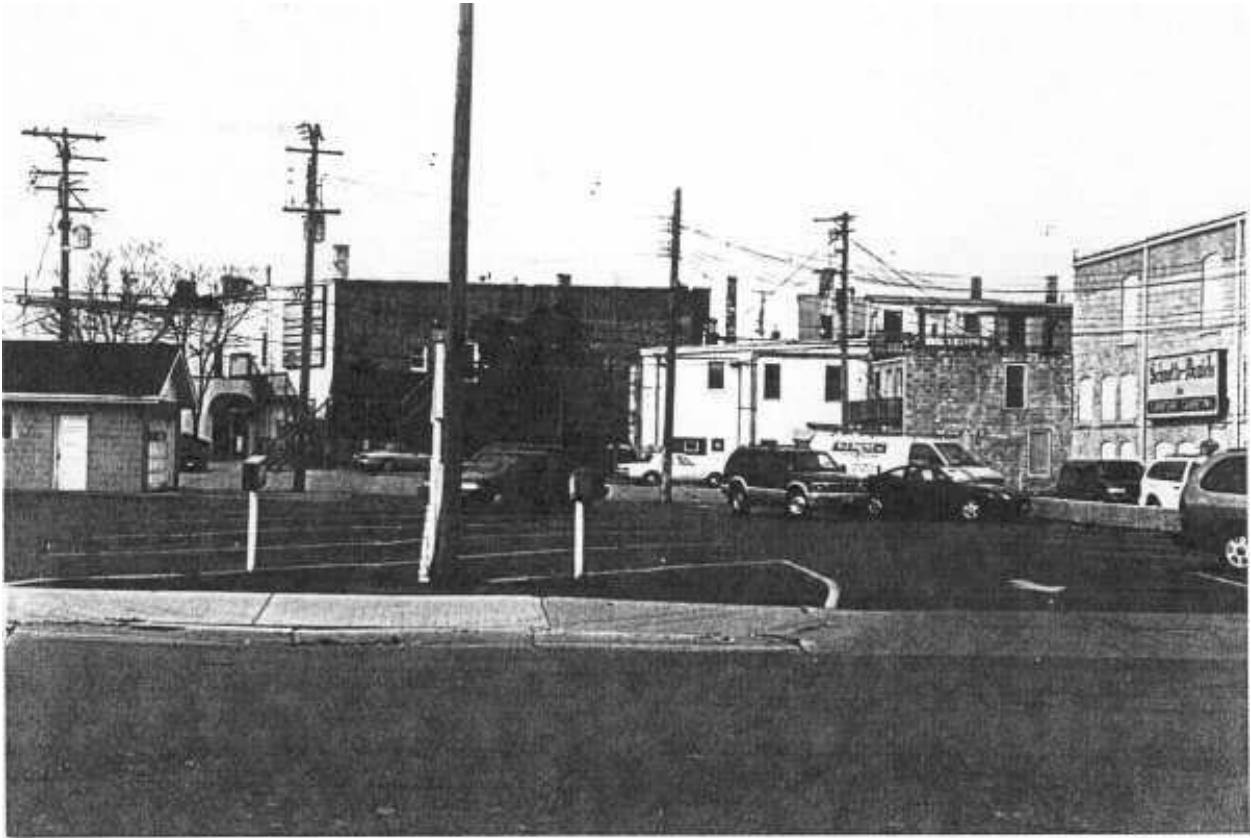
Viewsheds

The Fox River, the White River and Echo Lake are the most significant features in the downtown's visual landscape. Views to these water bodies should be opened up at downtown entrances and new development and rehabilitation of sites adjoining the river should be planned to provide views to the river from public streets.

Several public buildings and spaces exist in close proximity to each other including City Hall, Police Department, Public Library, Historic Society, and Wehmhoff Square. Building, site and streetscape improvements are needed to create a cohesive civic campus for downtown Burlington. It may also be desirable to enhance the nighttime character of the downtown with a landmark lighting program focused on key public buildings and historic landmarks.

Finally, key viewsheds in the downtown should also be enhanced by removal of obtrusive elements such as signage and overhead utilities.

MASTER PLAN RECOMMENDATIONS



View of the existing parking area serving businesses adjoining Milwaukee Avenue, Chestnut Street and Pine Street. Proposed improvements include consolidation of public and private ownerships to maximize parking efficiency and rear alley and building entrance improvements to enhance the visual character of the downtown.

III. MASTER PLAN RECOMMENDATIONS

The following preliminary master plan recommendations identify physical improvements for downtown Burlington. Master plan recommendations are divided into four categories that include Redevelopment (R), Transportation (T), Parking (P), and Streetscape (S). Master plan recommendations identified in these categories are numbered and keyed to the master plan graphics. General wayfinding recommendations and design guidelines to private buildings are also included. Recommendations in each of these categories should be coordinated to ensure comprehensive results. For example, street reconstruction for traffic circulation improvements should be coordinated with streetscape improvements.

REDEVELOPMENT

The following recommendations, which are keyed to **Figure 3**, identify sites in downtown Burlington that offer redevelopment potential. Redevelopment of these sites may cover a broad range of building and site improvements including new construction, infill construction, adaptive reuse of existing buildings, historic preservation and rehabilitation and facade improvements. Redevelopment of these sites should be planned comprehensively for land use mix, parking, transportation and streetscape to achieve the desired economic and visual character goals for the downtown.

Redevelopment Objectives

- Increase tax base and downtown investment opportunities.
- Provide new land uses and business mix to strengthen the downtown economic potential.
- Create new jobs.
- Create a positive downtown and community image.
- Preserve historic resources.
- Strengthen land use relationships and connections between the downtown and the community.

Redevelopment Recommendations

- R-1** Comprehensive rehabilitation including business mix, historic preservation, parking, transportation and streetscape improvements to strengthen the historic retail core as a pedestrian-oriented destination retail district. Rehabilitation of historic buildings with

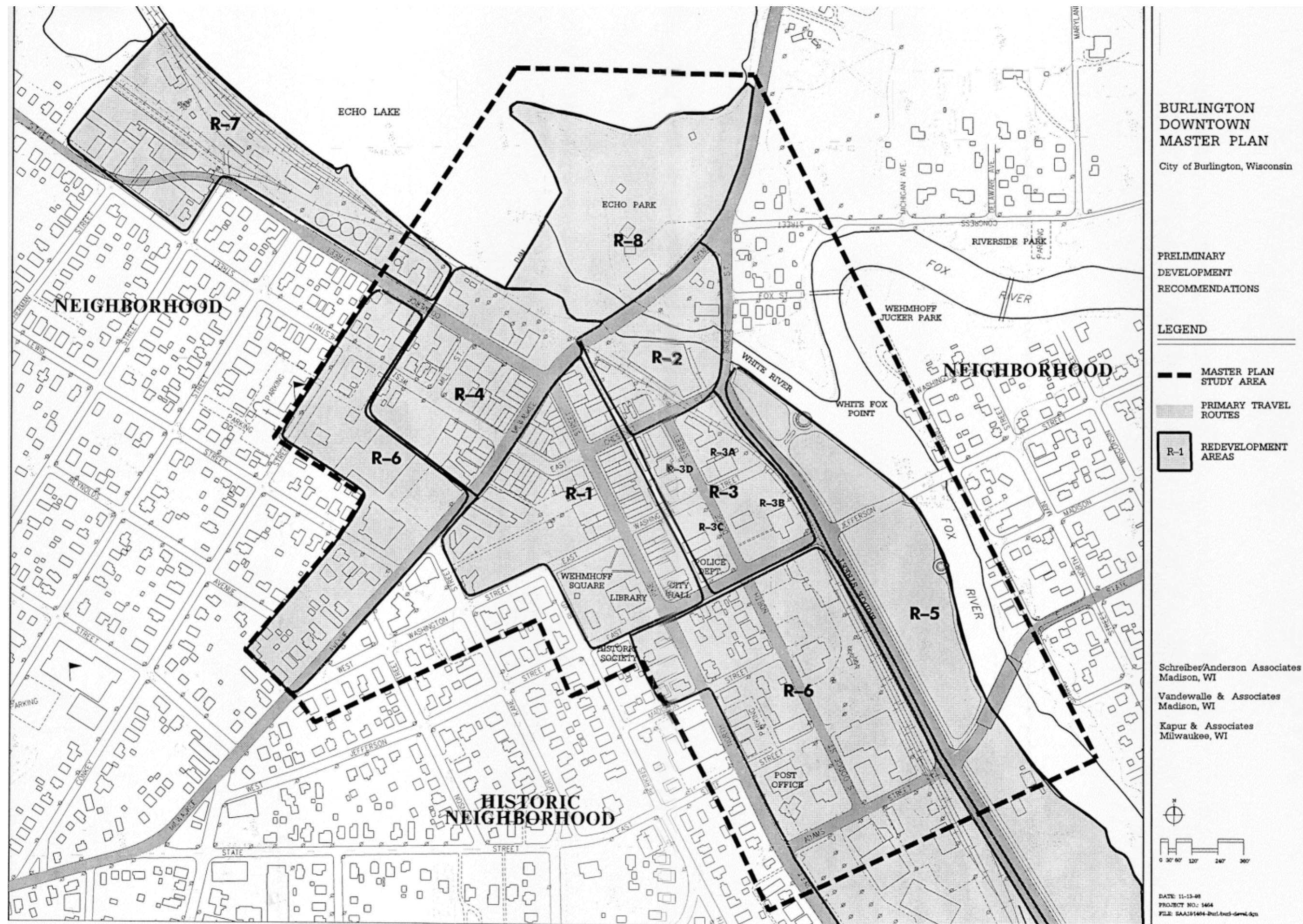


Figure 3: Redevelopment Recommendations

common entrances and elevator access to promote second floor senior and market rate housing. Building and storefront improvements to meet historic downtown guidelines. Promote rear entrance character and access improvements for businesses fronting Milwaukee Avenue and Pine Street.

- R-2** Redevelopment of strategic sites adjoining both sides of the river for commercial, retail, entertainment, hospitality and civic uses that enhance the downtown and riverfront. Character improvements to complement the historic retail district, riverfront and the Milwaukee Avenue/Bridge Street downtown entrance zone.
- R-3** Redevelopment of key land uses bordering the historic retail core and the riverfront redevelopment area. Character improvements to complement the historic downtown. The city should explore the potential for mixed use development on R-3A for retail, office and housing with river views; the potential to relocate the existing McDonald's use on R-3B to anchor the Jefferson Street/Dodge Street corner and create a large, contiguous shared parking lot bordering Washington Street; and the potential rehabilitation and redevelopment on R-3C and R-3D for downtown and neighborhood support uses.
- R-4** Comprehensive rehabilitation and redevelopment of properties along Commerce Street and Chestnut Street north of Milwaukee Avenue with use and character improvements to complement the historic downtown. Improved pedestrian connections to the riverfront and historic retail core. Views to Echo Lake from Commerce Street. Relocation of historic rail depot as a near-term visitor center and trailhead for the ped/bike system and a long-term commuter rail station.
- R-5** Redevelopment of the riverfront between Washington Street and Adams Street for public park space, new housing and mixed use development consistent with the Riverfront Redevelopment Plan. Long-term redevelopment of the riverfront for public park space, new housing and mixed use development south of Adams Street pending environmental remediation.
- R-6** Long-term redevelopment and rehabilitation with new uses that complement the downtown retail district and support the surrounding neighborhood needs. Character improvements to create attractive approaches to the downtown and complement the downtown historic character. Redevelopment should accommodate parking needs on site.
- R-7** Long-term redevelopment of industrial lands along Echo Lake for new housing and/or business uses. Redevelopment should accommodate parking needs on site.
- R-8** Improvements to Echo Park as a special events site and long-term and special events parking to serve the downtown and riverfront.

TRANSPORTATION

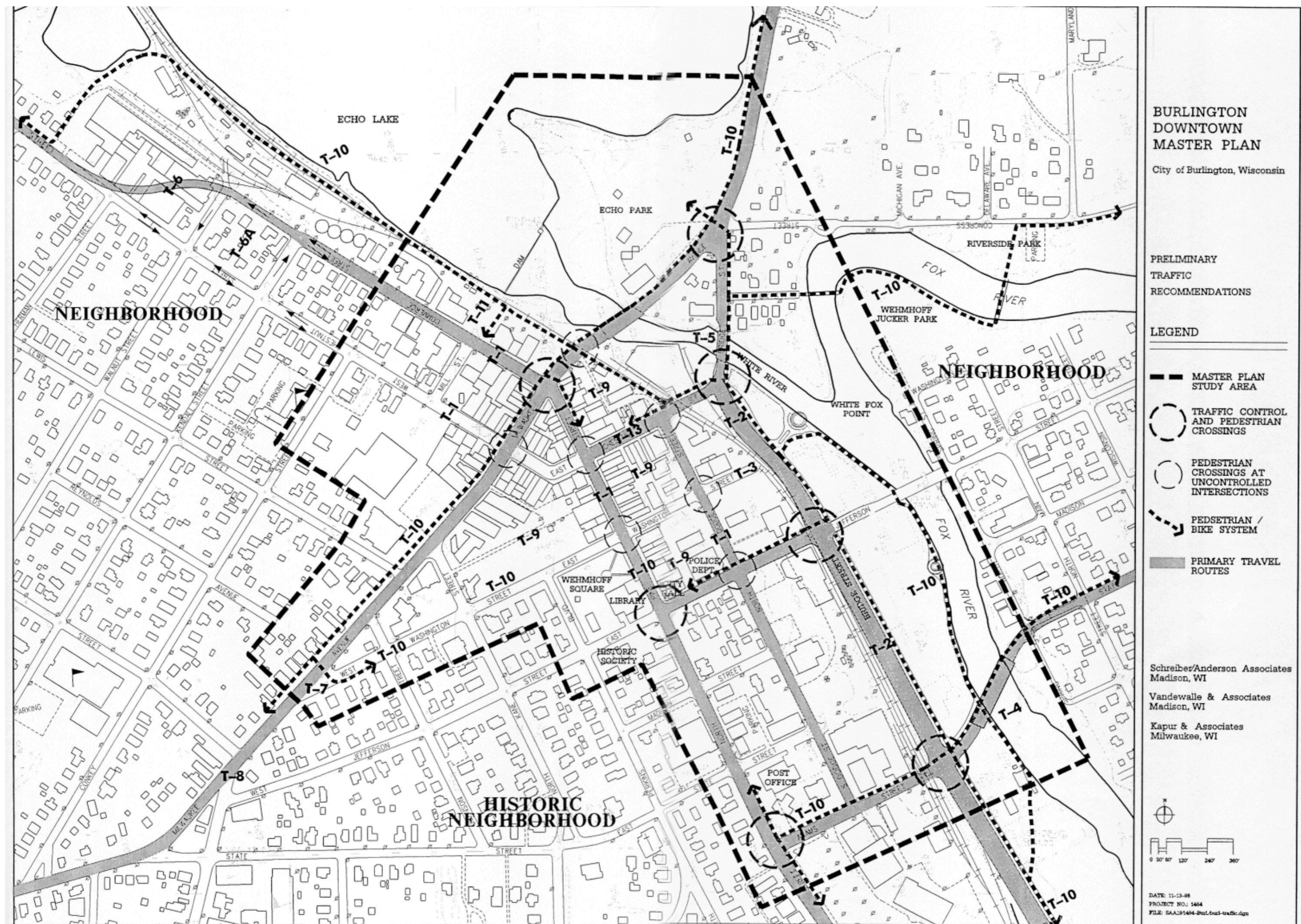
The following recommendations, which are keyed to **Figure 4**, identify transportation improvements for downtown Burlington including automobile, transit, rail, pedestrian and bicycle circulation. These recommendations include improvements to arterial streets to enhance community-wide circulation while improving access to the downtown for all travel modes particularly pedestrian circulation.

Transportation Objectives

- Coordinate downtown traffic circulation improvements with community-wide transportation plans.
- Improve vehicular access to the downtown with a two-way street pattern and improved railroad and bridge crossings.
- Improve traffic flow to meet the needs of downtown businesses.
- Provide multi-modal transportation improvements and connections for transit, bicycle, and commuter rail to strengthen the downtown as a community and regional destination.
- Provide safe, attractive and convenient pedestrian circulation patterns.
- Reduce truck traffic through the downtown retail district.

Transportation Recommendations

- T-1 Convert existing one-way streets (Chestnut Street east, Commerce Street, Pine Street and Dodge Street) to two-way traffic flow as part of a comprehensive central area and city wide transportation improvement plan. Promote a pedestrian character for the downtown by providing safe intersection crossings and facilitating pedestrian circulation between the downtown, riverfront and neighborhoods. Coordinate building servicing needs with traffic flow and parking needs. Possible future conversion of the "Loop" to two-way traffic when Chestnut Street west is due for reconstruction.
- T-2 Construct Bridge Street as part of the central area collector street system to serve the riverfront redevelopment area and provide a bypass for truck traffic around the downtown.
- T-3 Potential development of the Washington Street r.o.w. east of Dodge Street for parking and open space use. Maintain access to private property.



- T-4 Development of a new eastern entrance to the central area including the realignment of State Street (STH 11) to connect with Adams Street. New bridge crossing over the Fox River with ped/bike underpass to serve the riverfront ped/bike system.
- T-5 Widening of the Bridge Street bridge with additional travel lanes and ped/bike lanes.
- T-6 Long-term two-way traffic connection of Commerce Street to Chestnut Street as part of the STH 11 corridor improvements pending property acquisition and redevelopment of industrial lands north of Walnut Street. Short-term solution to include one way traffic on Walnut, Kendall and Commerce (T6-A) to transition two-way traffic onto two-way traffic on Chestnut and Commerce south of Kendall.
- T-7 Intersection improvements at Washington Street and Milwaukee Avenue to establish a western entrance for the downtown, improve traffic safety and facilitate eastbound access to parking areas located on Washington Street.
- T-8 Intersection improvements at Jefferson Street and Milwaukee Avenue to improve traffic safety while discouraging through traffic on Jefferson Street.
- T-9 Provide two-way access to the rears of buildings bordering Pine Street and Milwaukee Avenue. Coordinate rear access improvements with rear parking, screening of trash areas, loading facilities and streetscape improvements.
- T-10 Comprehensive bicycle transportation improvements to serve the central area and the community. Improve Chestnut Street and Jefferson Street for on-street bicycle access between the downtown and the riverfront. Provide bicycle storage facilities as part of downtown public space and parking facility development. Provide a bicycle wayfinding system to direct bicyclists to downtown and community destinations. Potential future ped/bike railroad underpass at Mill Street to connect the downtown with the riverfront and dam area.
- T-11 Evaluate a potential for a downtown commuter rail as a component of the comprehensive commuter rail plan for Burlington with the redevelopment of the riverfront north of Milwaukee Avenue. Relocation of historic rail depot as a short term visitor center and trailhead for the riverfront and downtown and a long-term commuter rail station and intermodal transit center.
- T-12 Provide streetscape improvements and safe rail and street crossings to establish Chestnut Street as a primary pedestrian connection between the downtown and the riverfront.

PARKING

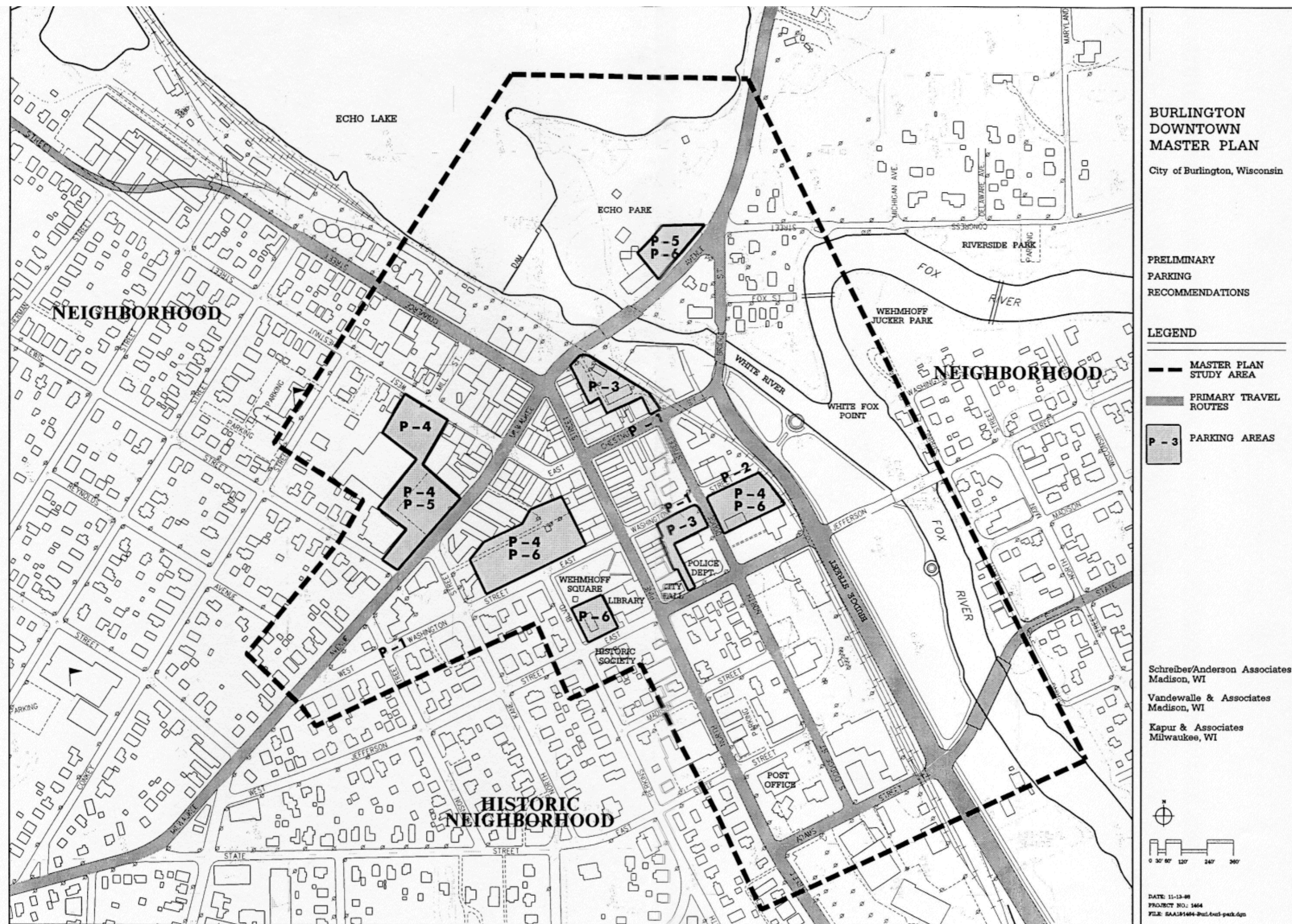
The following recommendations, which are keyed to **Figure 5**, identify parking improvements for downtown Burlington. These parking recommendations assume that private redevelopment includes adequate parking to support the proposed use. Parking needs should be quantified prior to the construction of new parking.

Parking Objectives

- Increase the parking supply for the downtown. Anticipate parking needs for future development.
- Promote the efficient utilization of public and private off-street parking lots.
- Coordinate on-street parking with business loading/servicing needs. Evaluate the opportunity for privatizing public parking facilities.
- Improve the utilization and availability of the existing parking supply for customers, employees, residents and visitors.
- Provide parking for downtown and riverfront special events.
- Provide signage to direct downtown visitors to public parking facilities.

Parking Recommendations

- P-1 Evaluate the potential to increase the on-street parking supply on Washington Street, Chestnut Street and Mill Street by providing a combination of angled and parallel parking. (**Figure 6**)
- P-2 Development of the Washington Street r.o.w. east of Dodge Street for open space and public parking.
- P-3 Provide new public parking in combination with rear alley improvements to support Pine Street and Dodge Street businesses.
- P-4 Reconfiguration of existing public and private parking lots to increase parking supply for the downtown. Priority should be given to the Washington Street lot west of Pine Street.
- P-5 Provide shared public and private parking to meet long-term parking needs.
- P-6 Provide shared public and private parking for current and new downtown/riverfront special events.



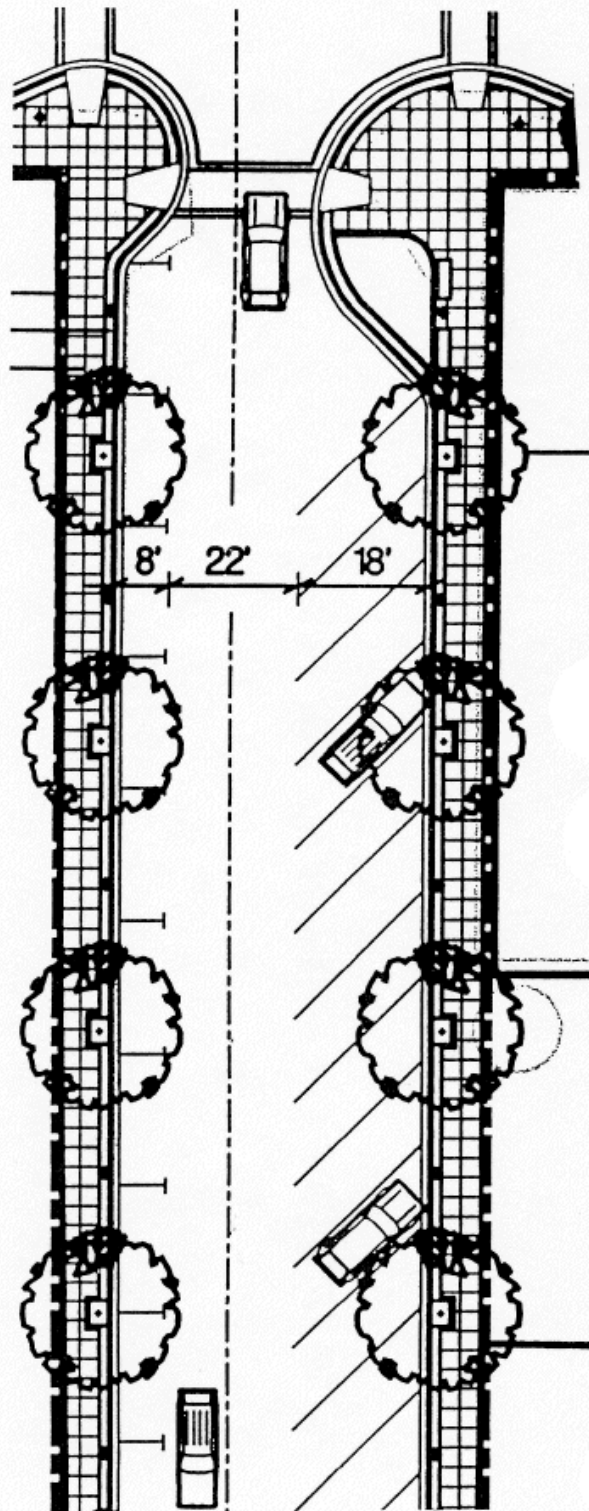


Figure 6: Typical On-Street Parking Plan

STREETSCAPE

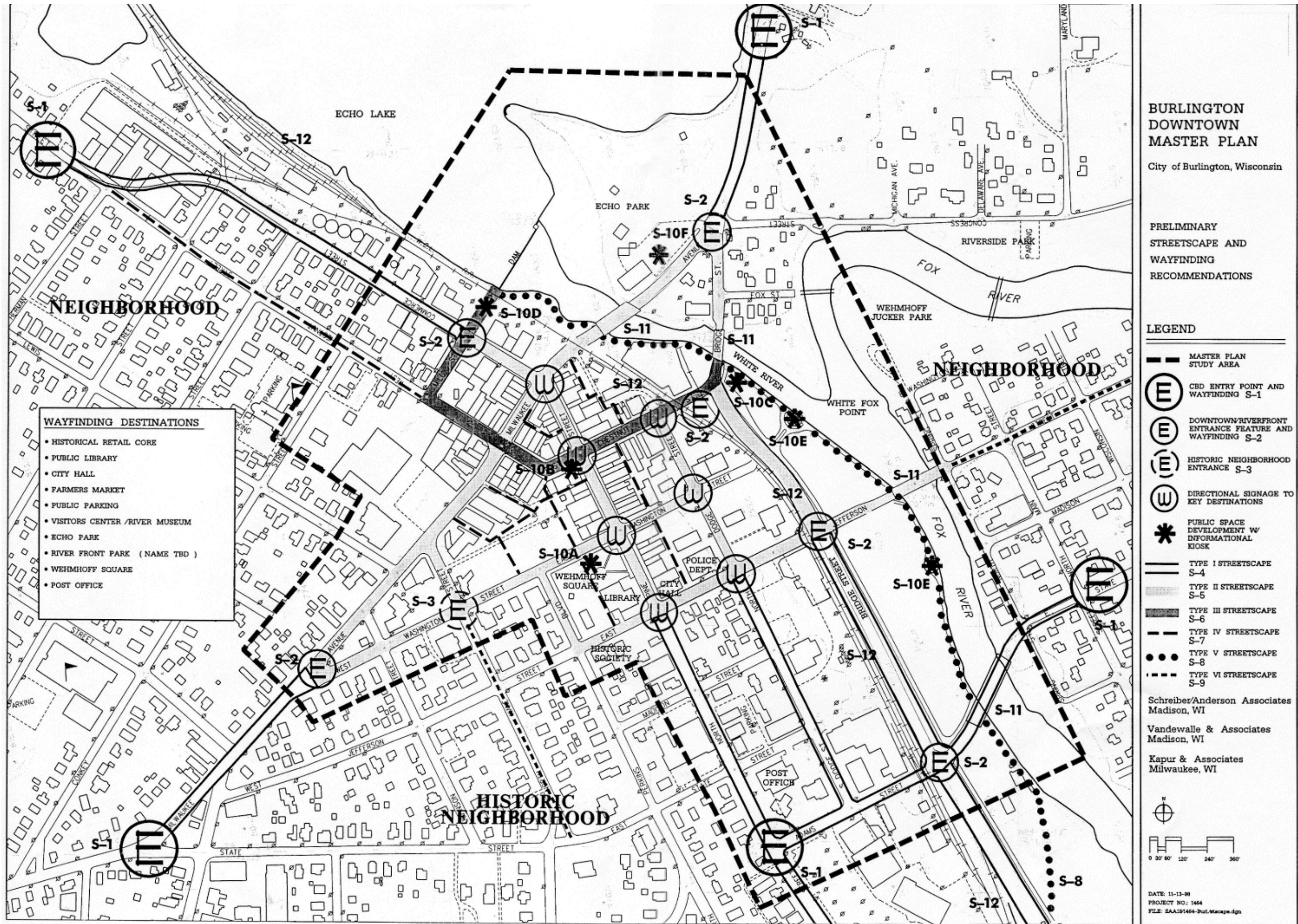
The following recommendations, which are keyed to **Figure 7**, identify comprehensive streetscape improvements for downtown Burlington. Two important considerations for streetscape improvements include enhancing the pedestrian character of the downtown and enhancing the major entrances and approach corridors to the downtown.

Streetscape Objectives

- Provide a name and logo for the downtown/riverfront to promote the downtown/riverfront as a community and regional destination.
- Create positive community image for the downtown.
- Complement the historic character of the downtown.
- Strengthen the connections between the downtown, riverfront and adjoining neighborhoods.
- Provide public spaces to enhance the downtown as a pedestrian area.
- Create attractive approaches and entrances into the downtown/riverfront district.

Streetscape Recommendations

- S-1 Provide entrance features to the Central Business District with entrance signs, landscaping, and wayfinding.
- S-2 Provide entrance displays for the historic downtown and riverfront with landscaping and wayfinding.
- S-3 Provide an entrance feature to the Historic Kane Street Neighborhood.
- S-4 Streetscape improvements for arterial street approaches to the downtown retail district including ornamental lighting, banners, landscaping and wayfinding (Type I Streetscape - **Figure 8**).
- S-5 Pedestrian streetscape improvements for downtown arterial streets including ornamental lighting, furnishings, landscaping, pedestrian wayfinding and special pavements for walkways and street crossings (Type II Streetscape - **Figures 8 and 9**)
- S-6 Intensive pedestrian streetscape improvements for non-arterial downtown streets similar to S-4 with the addition of special textured pavements for roadways (Type III Streetscape - **Figure 8**).



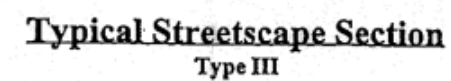
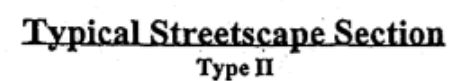
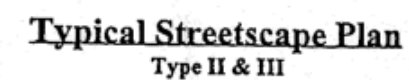


Figure 8: Typical Streetscape Plans and Sections



Pine Street & Chestnut Street
View Looking West

Figure 9: Perspective Illustration – Pine/Chestnut Intersection

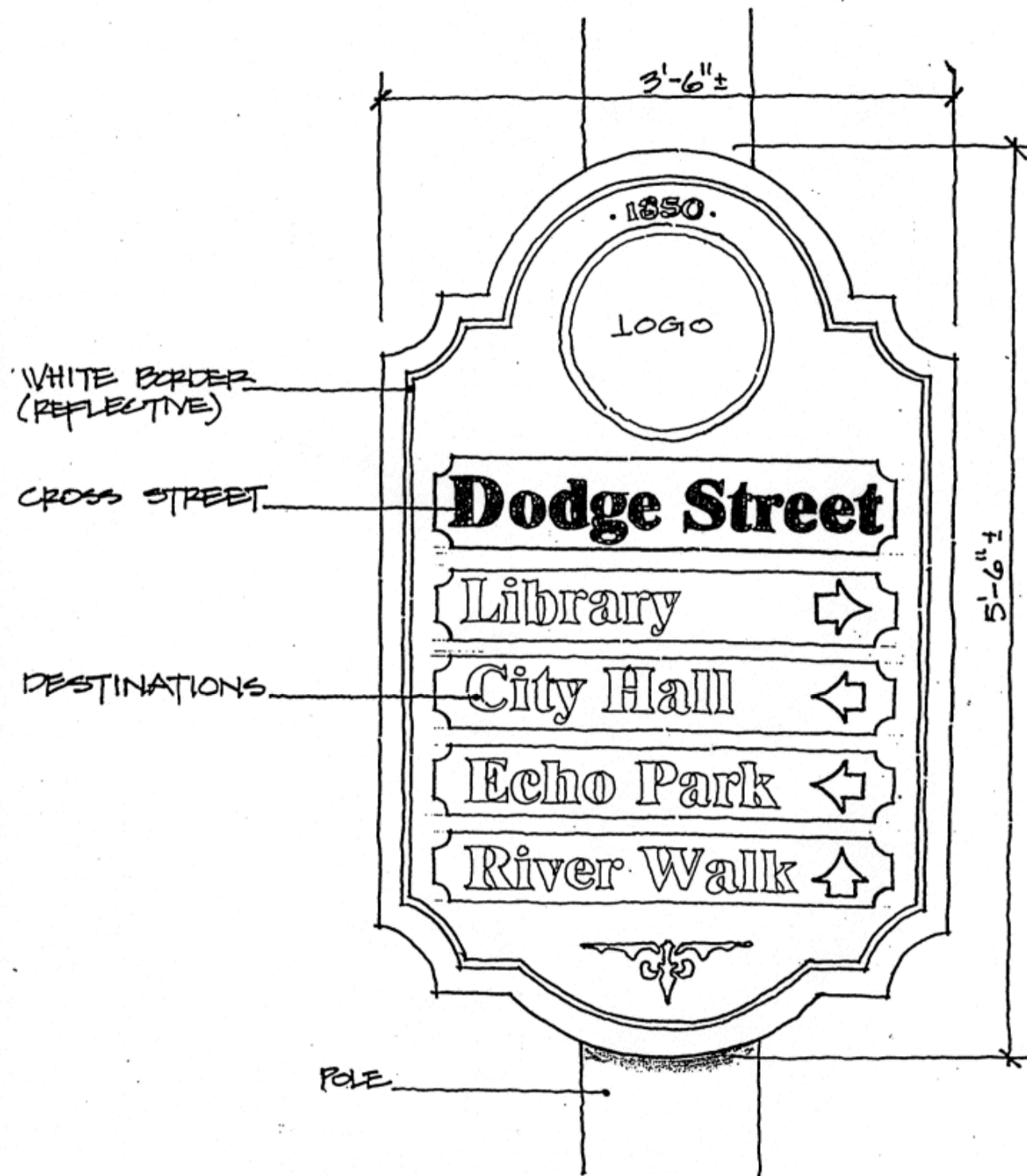
- S-7 Rear alley streetscape improvements including ornamental lighting, walkways, building entrance improvements and screened trash enclosures (Type IV Streetscape).
- S-8 Riverfront walkway improvements including ornamental riverfront lighting, special pavements, furnishings, landscaping and pedestrian wayfinding system (Type V Streetscape).
- S-9 Ornamental lighting along Kane Street, Jefferson Street and Chestnut Street (north of Milwaukee Avenue) to connect the downtown retail district with adjoining neighborhoods (Type VI Streetscape).
- S-10 Public space development in the downtown including plazas, seating areas, special use areas, sculpture/focal features, information kiosks and pedestrian wayfinding. Public spaces include:
- A. Wehmhoff Town Square
 - B. The "Loop"
 - C. Chestnut Street Civic Plaza
 - D. Mill Street Plaza
 - E. Riverfront Plaza
 - F. Echo Park
- S-11 Provide ornamental lighting and railing improvements to enhance the appearance of the downtown bridges at Milwaukee Avenue, Bridge Street, Jefferson Street and the future State Street as gateways to the downtown and riverfront.
- S-12 Provide landscape improvements to enhance the appearance of the railroad corridor in the downtown retail district. Evaluate the potential to underground overhead power lines.

WAYFINDING

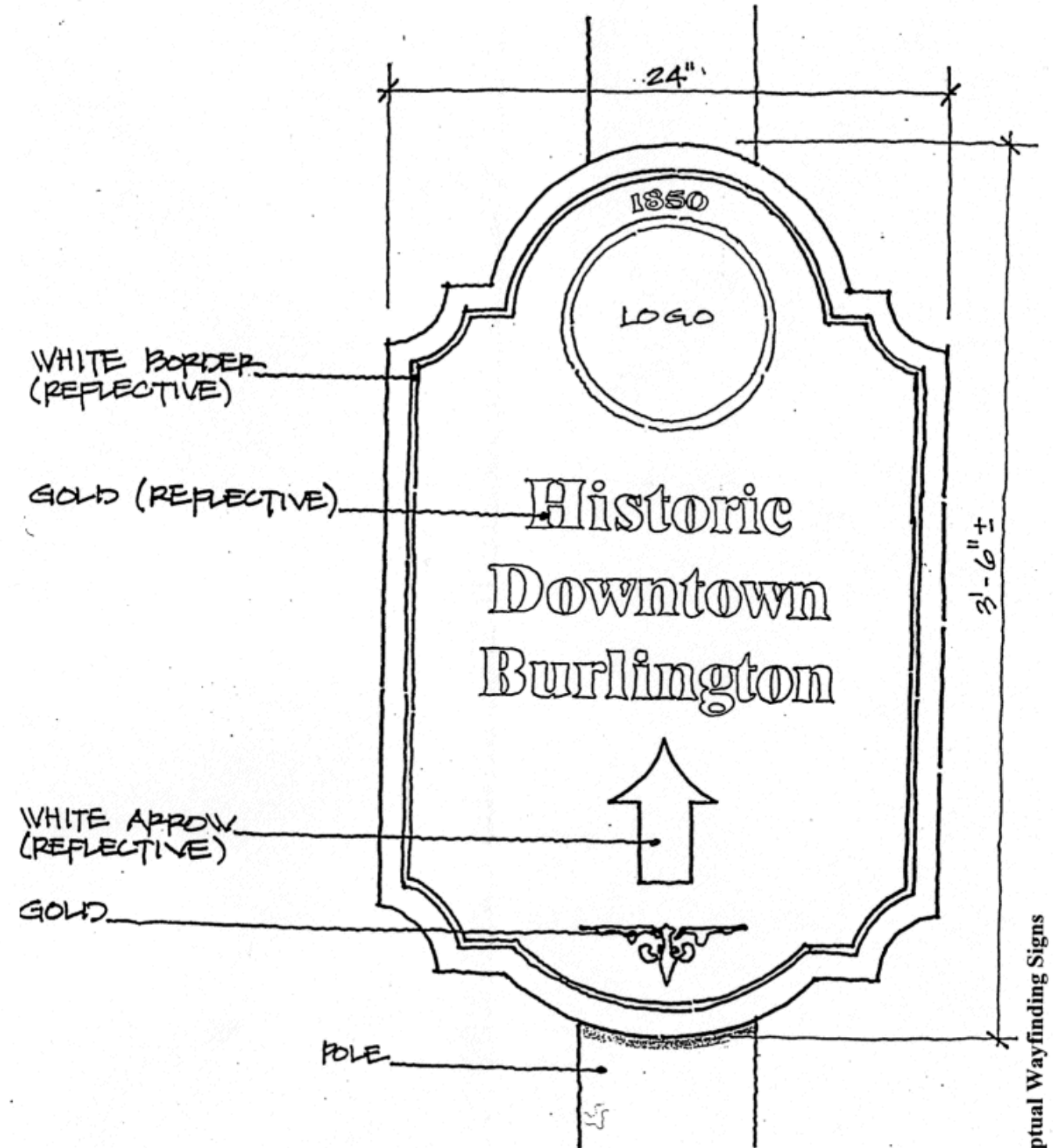
The following recommendations identify comprehensive signage improvements for downtown Burlington to clearly direct residents and visitors to destinations in and around the downtown. These recommendations focus on automobile travelers, bicyclists and pedestrians. Conceptual wayfinding signs are illustrated in **Figure 10**.

Wayfinding Objectives

- Establish the downtown/riverfront as a community destination.
- Improve downtown accessibility by making it easier to find destinations for automobiles, bicyclists and pedestrians.



Concept Design
Directional Signs

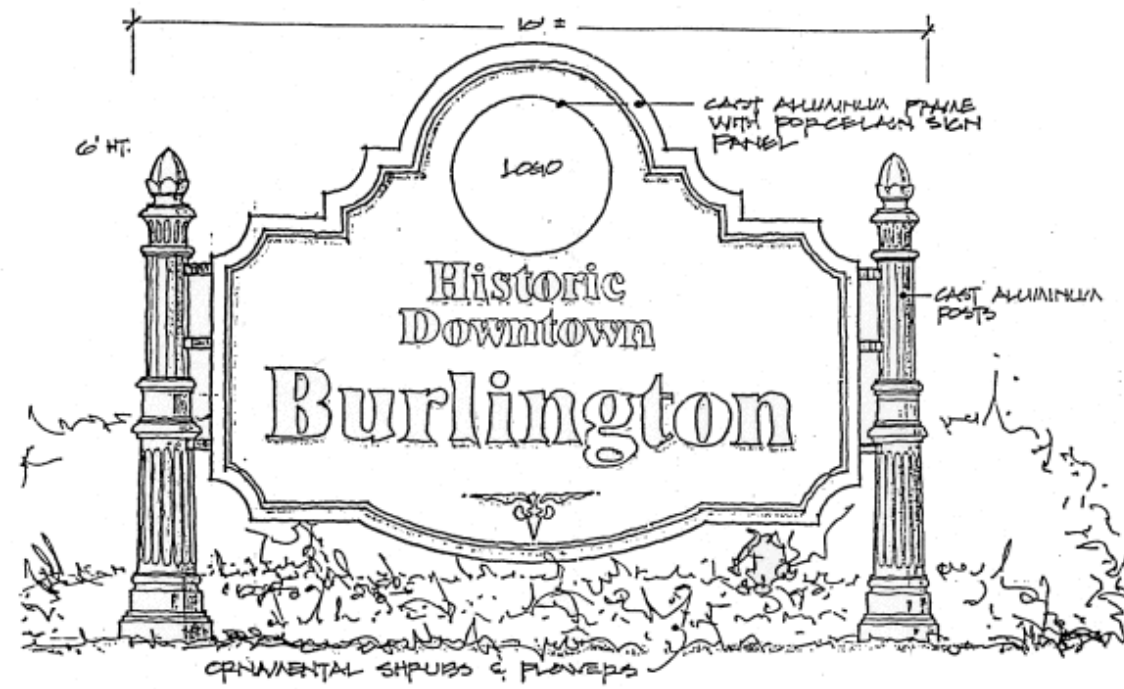


Concept Design
Trailblazer Signs

- Strengthen downtown Burlington as a visitor-friendly business district.
- Increase business activities by overcoming difficult street patterns.
- Direct traffic along primary travel routes and discourage traffic through residential neighborhoods.
- Provide signage that complements the historic character of the downtown/riverfront.
- Reduce sign clutter.
- Avoid conflicts with traffic regulation signage.

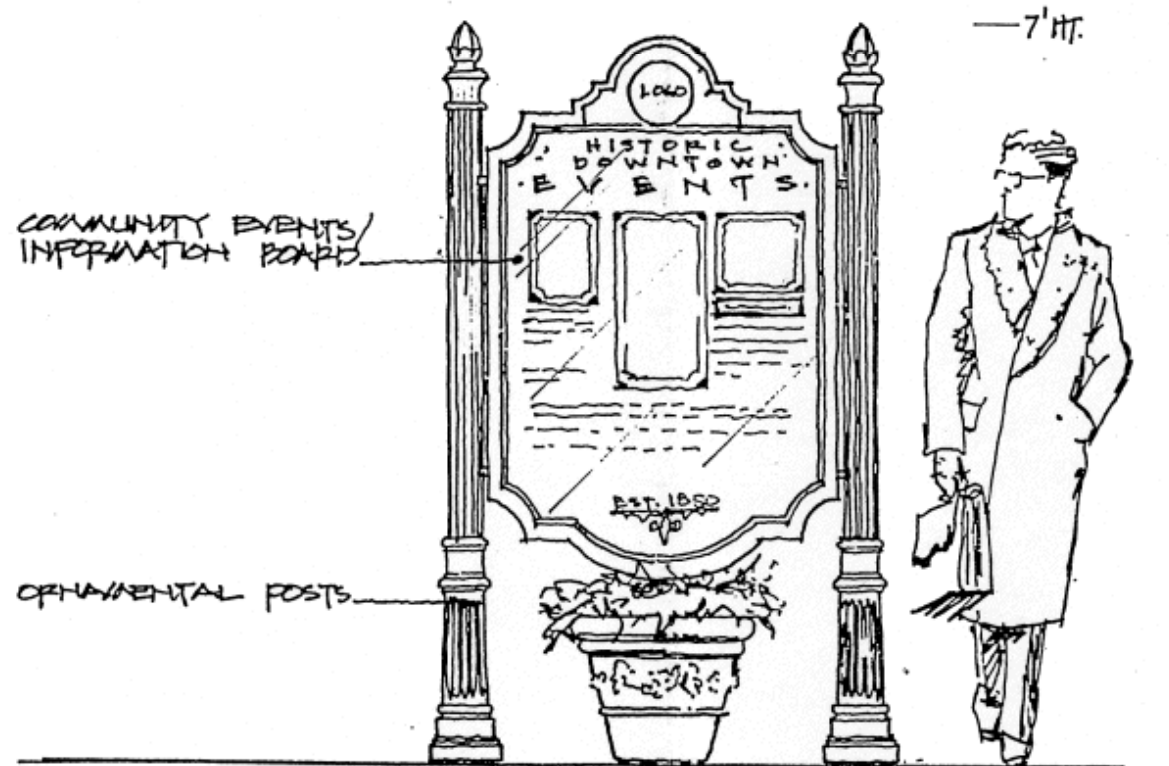
Wayfinding Recommendations

- Provide community signage that directs visitors to the downtown on major arterial street (trailblazer signage). (**Figure 10**)
- Establish CBD entrances on Milwaukee Avenue (STH 36/83), Pine Street (STH 83/11), Chestnut Street (STH 11) and State Street (STH 11/142). (**Figure 11**)
- Establish a directional signage system on primary downtown travel corridors to direct visitors and residents to key destinations in and around the downtown. (**Figure 10**)
- Provide a community/downtown events display board in the downtown area. Provide a similar display board on the future bypass.
- Establish a pedestrian and bicycle directional signage system to direct visitors and residents to points of interest and destinations in and around the downtown. Directional signage should be located along pedestrian streets, the riverwalk and the community-wide ped/bike system.
- Establish pedestrian orientation points with informational kiosks at public spaces in the downtown and along the riverfront. (**Figure 11**)
- Establish visitor information centers, walking tours and informational signage to educate Burlington residents and visitors about the cultural history of Burlington's downtown and the Fox/White Rivers. A downtown visitor center and museum could be established in the restored Pioneer Saloon building near the rail corridor and riverfront. This visitor center and museum should include displays and exhibits about Burlington's cultural history, rail history, industrial history (Chocolate City) and natural history (Fox River and White River). Displays about Burlington's history may also be provided at the Public Library. A self-guided downtown historic walking tour should be established with a potential



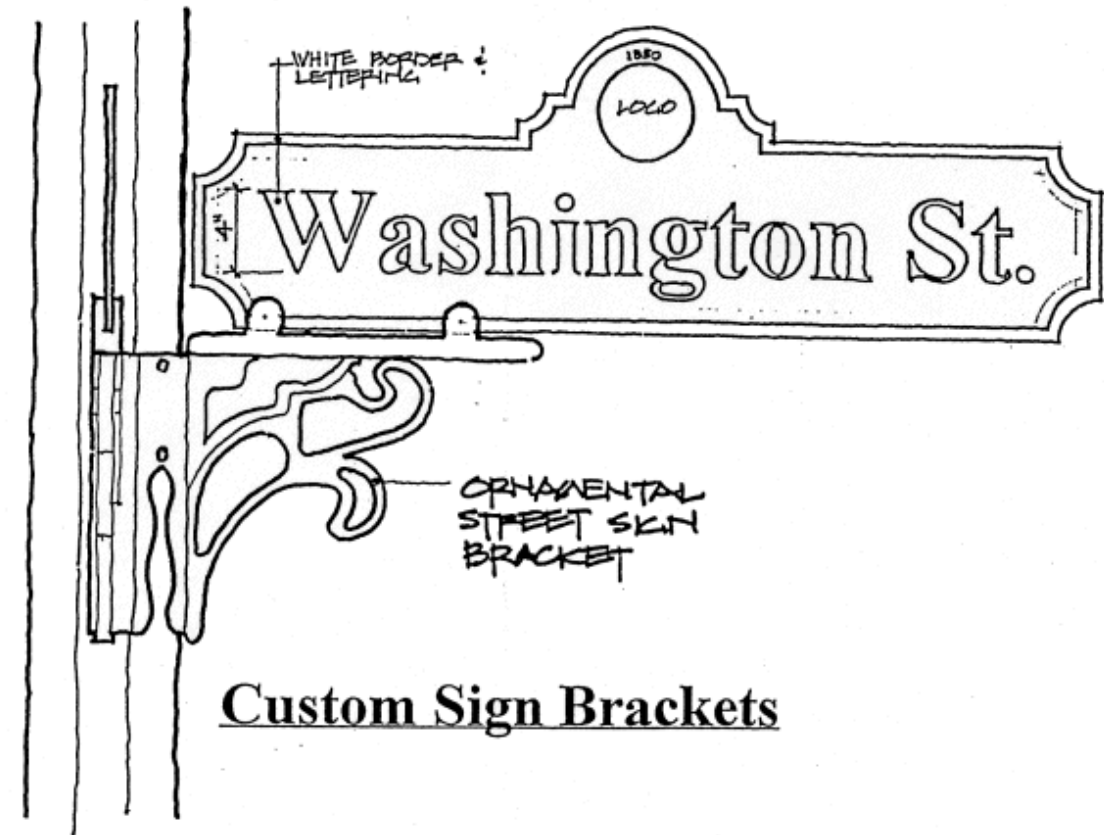
Concept Design

Entrance Signs

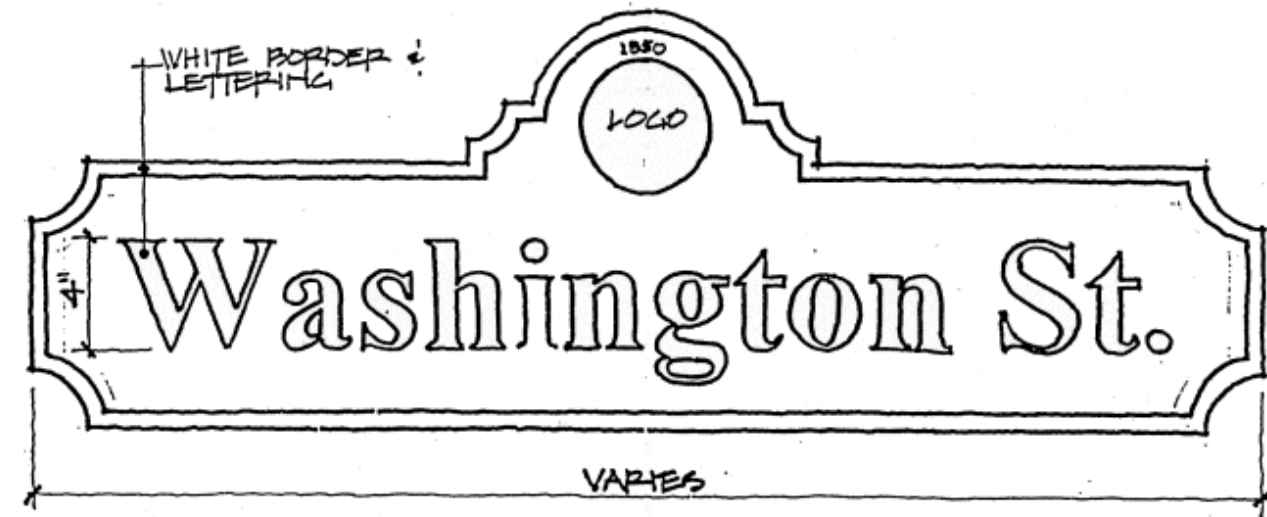


Concept Design

Directory/Information Signs



Custom Sign Brackets



- MATERIAL OPTIONS:
- CAST ALUMINUM WITH RAISED BORDER AND LETTERS
 - FLAT OR EXTRUDED SHEET ALUMINUM W/ APPLIED GRAPHICS

Concept Design

Street Signs

starting point at Wehmhoff Square. A trailhead should be established at the riverfront for a regional bicycle and multi-use trail system with an orientation map locating other community/regional cultural and recreational destinations.

ARCHITECTURAL GUIDELINES

It is important for private property owners to coordinate their building and site improvements with new public streetscapes as part of a comprehensive visual enhancement program for downtown Burlington. Public and private investment to create a more visually pleasing downtown image and "sense of place" is part of an economic development strategy that will benefit individual businesses and property owners, the downtown and the community as a whole.

Design guidelines are intended to assist property owners, business owners and developers make sound investment decisions in building improvements that will enhance the character and identity for the downtown. Guidelines are not intended to restrict individual expression but rather direct that expression towards a standard of quality. When applied, design guidelines will ensure against fragmented or incompatible developments and reduce the visual impact of past unconscious design decisions.

Design guidelines were prepared for Burlington's historic retail district in 1993. These guidelines are still applicable today and should be adopted as part of this master plan. A downtown historic district, which was originally proposed in 1993, should also be created. A downtown historic district designation supported by historic design guidelines will ensure the preservation of the historic character and identity for the downtown.

The proposed historic district represents one of several character districts that are part of the master plan study area. **Figure 12** illustrates four character districts or design guideline zones including:

- A. Downtown Historic Retail District
- B. Riverfront District
- C. Gateway Districts
- D. Historic Neighborhood Districts

Figures 13, 14 and 15 provide aerial photo views of the character zones. Buildings within each of these character zones should be improved in a manner that strengthens an historic theme and identity for the downtown. An historic theme has been chosen because of the number of historic buildings that still exist today and the visibility of the historic and scenic Fox River and White River. Implementation of an historic theme will result in an attractive visual character for the downtown, instill a sense of community pride that comes from an awareness of its origin and provide economic benefits.

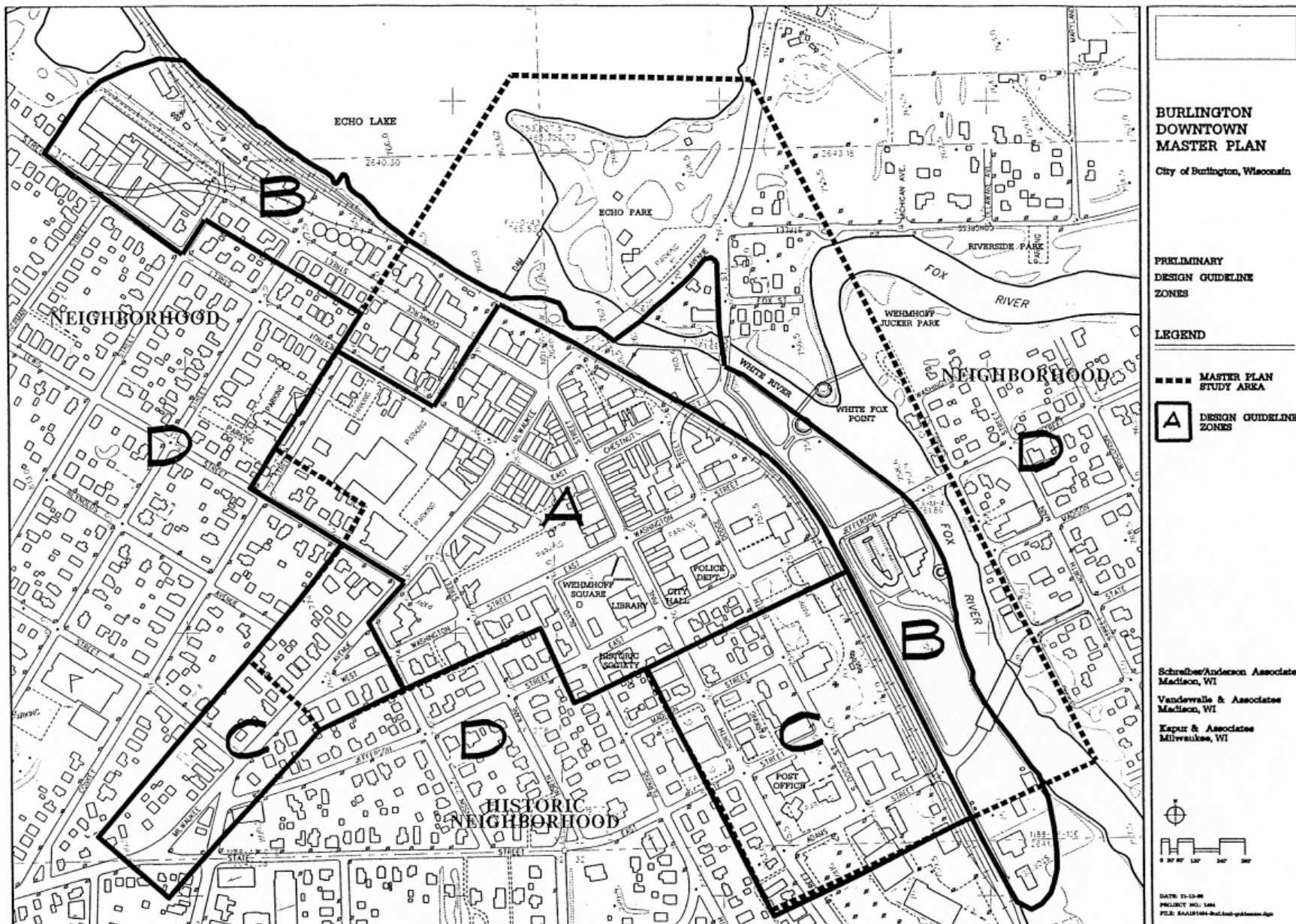
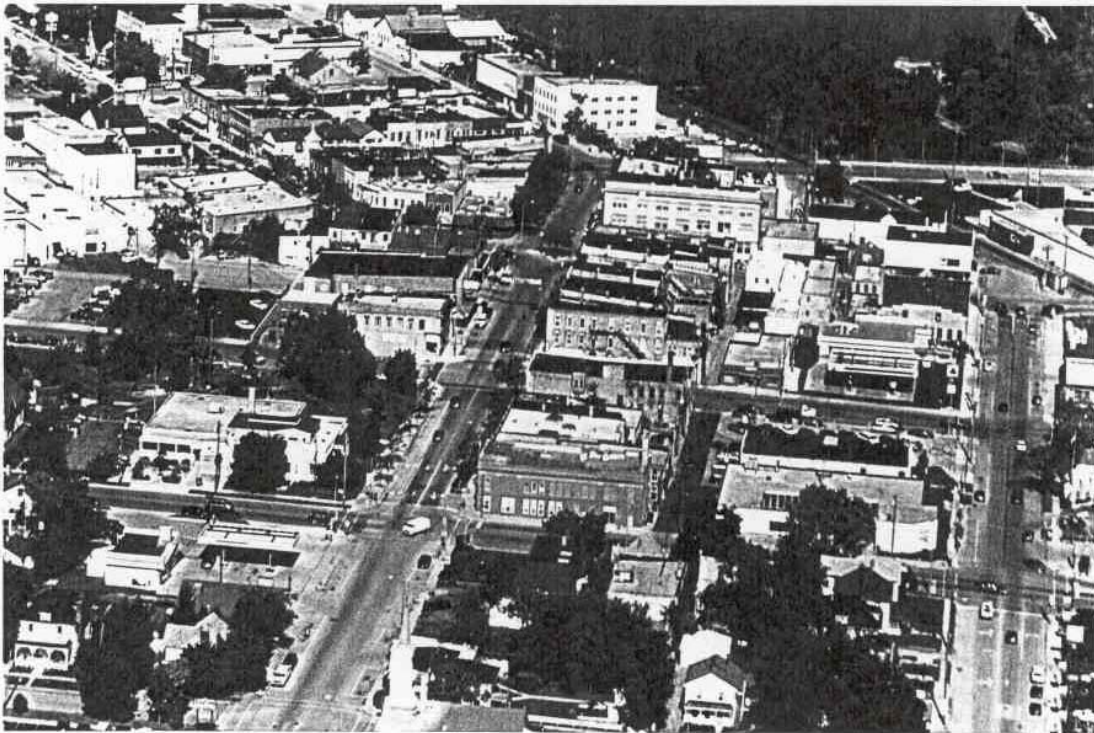


Figure 12: Design Guideline Zones



View of downtown Burlington, the riverfront district, downtown neighborhoods and downtown gateway entrances at Pine Street, Dodge Street and the future Calumet Street.



View of the downtown historic retail district

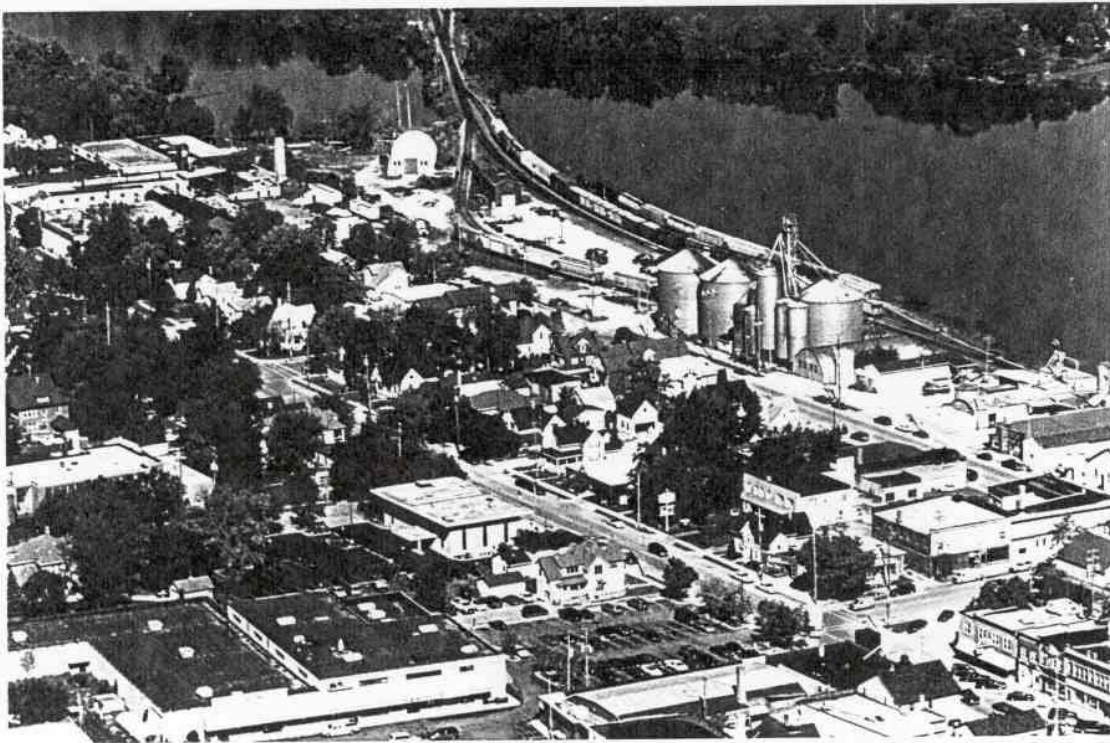
Figure 13: Aerial Photos – Character Zones



View of the rear entrances to buildings in the historic retail district



View of the historic retail district north of Milwaukee Avenue



View of The riverfront district north of Milwaukee Avenue



View of the redevelopment areas east and south of downtown historic retail district

Figure 15: Aerial Photos – Character Zones

A. Downtown Historic Retail District

This district includes a high concentration of historic buildings and is the primary pedestrian-oriented retail area within the master plan study area. Building owners are encouraged to maintain, preserve, restore or reconstruct those special architectural features that are unique to this area.

Before any building changes or additions are made, it is important to understand the historic integrity of the structure, the building's relationship to nearby buildings and the building's contribution of the desired downtown character and theme. To this end, building owners should investigate how the building was originally designed and detailed as a starting point for future changes. Although some improvements may not necessarily require the services of an architect, it is strongly recommended that professional design assistance be sought for historic restoration or renovation.

Recovery of an historic identity will require an understanding and sensitivity for the best components of historic building design. The rich details, craftsmanship and distinctive pedestrian scale of the historic buildings within this area provide the visual clues to guide future private construction toward a more pleasing and harmonious streetscape environment. The historic design guidelines prepared in 1993 are intended to facilitate this understanding.

Historic building improvements should be comprehensive and include storefront and facade improvements, rear entrance improvements, signage improvements and site improvements such as parking lot landscaping and screening of trash and service areas.

B. Riverfront District

The redevelopment of the Fox River and White River is a major community initiative to reclaim the downtown riverfront for public recreation and special events, transportation improvements and new residential developments. This area is primarily proposed as a new construction area. The development in this area should complement the historic retail district. This area is also an important gateway to the downtown and new development should be designed to establish a positive image for visitors entering the downtown and using the riverfront. General guidelines for new development in this area include:

- High quality architecture that complements historic downtown character and the riverfront theme.
- Compatibility with the scale and character of adjoining buildings. Building height should normally be 3 1/2 stories, which is complimentary to the historic downtown. However, if the development demonstrates exceptional design quality, higher buildings may be allowed.

- Architectural form and character that breaks up the building mass and minimizes shadow and viewshed impacts on adjoining properties and the riverfront.
- Landscaped open spaces around buildings that provide opportunities for social interaction, views and resident use.
- Building setbacks and landscaping to enhance the pedestrian scale and character of the public street.
- Building entrances related to the public street.
- Use of topography and landscaping to conceal parking.
- Buildings positioned on the site to maximize views of river.
- Screening of parking lots, trash enclosures and services areas.
- Building setbacks at street intersections for traffic visibility.
- No parking or access drives bordering the riverfront.

C. Gateway Districts

Milwaukee Avenue, Pine Street and Dodge Street have been designated as gateway corridors to the downtown. These corridors, which are already developed, have been proposed for long-term redevelopment and rehabilitation with new uses that complement the historic retail district and support the surrounding neighborhood needs. Redevelopment of these corridors should create attractive approaches to the downtown and complement the downtown historic character. General guidelines for this area include:

- Building improvements should reflect the historic character of the downtown.
- New infill construction should be designed to honestly reflect the building's specific use and architectural period while maintaining a unified appearance with adjoining buildings.
- New or remodeled buildings should relate to neighboring buildings in terms of window sill or header lines, proportion of window and door openings, horizontal or vertical emphasis, and architectural detail.
- If demolition occurs, the resulting void should be designed to maintain the architectural rhythm and character of the blockface.
- Off-street parking and service areas should be landscaped and screened. All

building sides visible from the public right of way should complement the primary building facade and be maintained in an attractive appearance.

- This area includes many freestanding buildings that are set back from the street with side yards and rear yards visible from the public right of way. Attractive landscaping should be provided in these areas to complement the building and streetscape character.

D. Historic Neighborhood Districts

Preserving the historic character of Burlington's central area neighborhoods will be important to maintain the identity of downtown Burlington as the historic center for the community and the region. Design guidelines should be prepared to assist property owners in their residential rehabilitation and maintenance activities in order to maintain and enhance the neighborhood character.

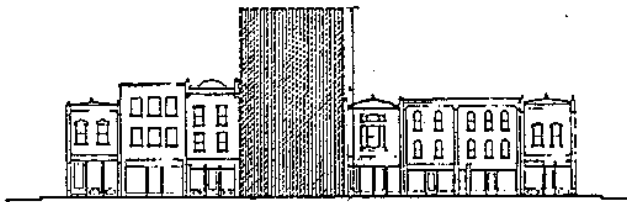
General Commercial Design Guidelines

The following guidelines can be generally applied to commercial buildings within the downtown master plan study area. These guidelines express the key principles when, restoring, renovating and reconstructing commercial buildings. Property owners should seek professional design advice concerning the application of these guidelines in their future development projects. These guidelines have been adapted from The Secretary of the Interior Standards for Historic Preservation Projects, 1979 and The Design for the Business District, By Robert Hartman, 1980.

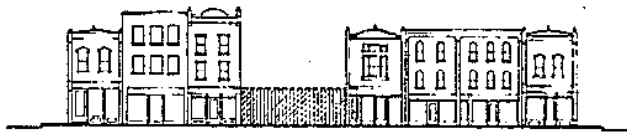
The mass, volume and height of new infill structures should be compatible with existing buildings in the immediate area.



This



Not This



Not This

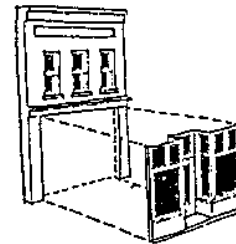
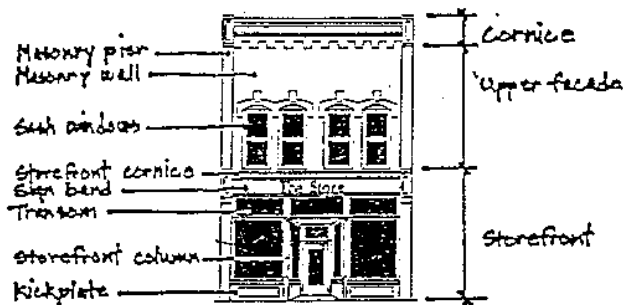
The proposed facades for new or remodeled structures should maintain a compatible relationship with those of adjoining structures in terms of window sill or header lines, proportion of window and door openings, horizontal or vertical emphasis, and architectural detail.



The selected building materials and colors should complement and be compatible with existing buildings in the immediate area.



Exterior remodeling should be designed to consider the entire building facade. The ground floor exterior should be designed to harmonize with the upper stories.

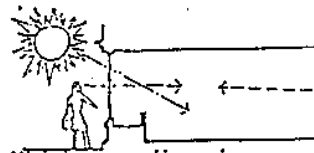


Work within the storefront opening.

Storefront window display areas should be considered an important part of the retail marketing strategy in the downtown area. Large street level display windows should be retained as part of the remodeling or new construction.



- Maximize window space for display.
Recess doors for accent.
- Consider awnings for climate control, color and accent.
- Keep windows transparent to allow customer contact and interior light.



Existing buildings and structures should be recognized as products of their own time. Alterations which have no historical basis are discouraged. New infill construction should be designed to honestly reflect their specific use and architectural period while maintaining an unified appearance with adjoining buildings. Contemporary designs that copy historic appearance are discouraged. Avoid blank facades or facades with very little detail when designing for new infill construction.



This

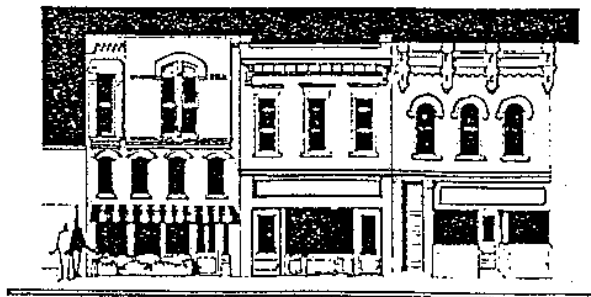


Not This
False Historic

If the storefront has been altered substantially, attempt to bring back original historic proportions through the use of design elements, even if they are not a restoration of the original. Avoid altering, concealing or removing historic details when renovating existing older buildings.



Existing



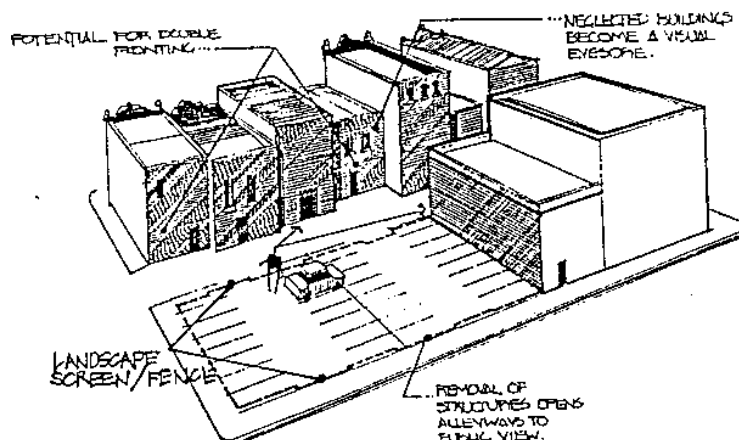
Proposed

The sizing and placement of signs should fit the building.



Demolition should occur only when it is found that the building is structurally unsound or physically incapable of supporting a viable use. If demolition occurs, the subsequent void should be designed to maintain the rhythm and character of the streetscape pattern.

Commercial alleys and the rear sides of existing buildings that are used as retail entrances should have an attractive visual appearance. All off-street parking and service areas should be landscaped and screened. All vacant storefronts and lots visible from public right of way should be maintained in an attractive appearance.



Rear Entrance

IMPLEMENTATION STRATEGY



View of the recently completed Pine Street improvements with historic ornamental lighting, colored and textured walkways and pedestrian crosswalks, and new wayfinding signage that complements the historic retail district.

IV. IMPLEMENTATION STRATEGY

Master Plan implementation is the logical following step after adoption of the plan.

Implementation requires several key components to be successful. Implementation must be done with commitment-that is, the community must undertake plan implementation with the full understanding of its complexity, the time required, and the relationship and sequence of the plan's various elements. Implementation must be funded; the community must make allocation of resources as needed for staff, professional assistance, project funding, and financial leverage. Implementation requires partnerships; public- and private-sector individuals and organizations must come together as an implementation team. Finally, implementation must be dynamic; unanticipated redevelopment opportunities will present themselves throughout the process of planned implementation, so the implementation team must be able to assess and reprioritize on a continuous basis to take advantage of emerging economic opportunities.

The following section outlines an initial implementation strategy for Burlington. This is the starting point, from which the implementation team will move forward. CityVision Associates' implementation strategies are portrayed in spreadsheet style project management format. Major objectives are shown with attendant tasks. Leadership responsibilities are assigned on the basis of discussions with the master planning team, and an initial sense of priority and time to execute each task is shown by the time bar using a quarterly format. As the implementation team begins its work, funding sources and budget amounts for each task will be identified and added to the spreadsheets.

This format is designed to be the basis for ongoing implementation work. It is a dynamic system that easily accommodates additional tasks and details for action. It should be used as the agenda for each meeting and work session of the implementation team. Administration of this system, including updating of the spreadsheets, must be done on a regular basis and by a consistent source.

Downtown Redevelopment Project Implementation Program

Revised as of
5 October, 2000

Downtown Redevelopment Project Implementation Program		Lead Role	2nd			3rd			4th			1st			2nd			3rd			4th			1st			2nd			3rd			4th			1st			Notes		
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Mar	Apr			
I. Implementation Organization																																									
1.0 Create Downtown Executive Team.																																									
1.1 Create Downtown Management Team. Membership should be comprised of Mayor, Administrator, Chairs of the RCEDC, CDA, & Historic Preservation Commission, and Executive Director of Chamber of Commerce.																																									
1.2 Some of the activities these teams will coordinate and with which they will be involved include downtown implementation tasks, funding research, serving as development contacts for RFOs, RFPs and negotiations.																																									
2.0 Create a comprehensive funding strategy that involves private and public fundraising.																																									
3.0 Organize and execute a "Funding Summit" to involve all agencies that have funding and regulatory interests in downtown revitalization project elements and to present overall project and identify priorities for redevelopment.																																									
4.0 Develop a relationship with a 501(c)(3) organization (or create a new one) that can access monies not available to the City for redevelopment. Activities will include research, writing grants, and fundraising.																																									
5.0 Initiate and manage an Economic Development ("ED") Fund. The funds will offer additional incentives for private development and assist the City in Downtown redevelopment.																																									
5.1 Using the ED Fund, set up a façade grant for downtown business from TID #3.																																									
II. Comprehensive Redevelopment Tasks																																									
1.0 Develop and manage a Comprehensive Business Recruitment Program. Identify and recruit potential new business that are missing from the downtown mix.																																									
2.0 Work with existing property owners to stabilize private economic base. Assess needs and viability of existing businesses. Consider adaptive reuse with public incentives without acquiring properties. This could be done in concert with RCEDC's Business Recruitment Program.																																									
3.0 Coordinate marketing materials and follow-through. Activities include development of logo, color palette selection, strategic destination locators, and marketing to link Burlington as the "Chocolate City."																																									
4.0 Create a Comprehensive Statutory Redevelopment Plan that incorporates the sites discussed in the recommendations.																																									

Downtown Redevelopment Project Implementation Program

*Revised as of
5 October, 2000*

II. Comprehensive Redevelopment Tasks (Continued)						
5.0 Complete adoption of the Historic District.	City	[Bar]				
5.1 Implement a comprehensive façade improvement program.	HPC/City	[Bar]				
6.0 Complete a Downtown wayfinding and signage system.	PC	[Bar]				
7.0 City should review Zoning Code to ensure accommodation of parking density and requirements as recommended in the Master Plan.	DMT	[Bar]				
8.0 Implement Downtown parking management program by district. Research master lease parking program for public and private needs, and improve existing and new parking.						
8.1 Hire parking management consultant						
8.2 Define parking management goals and objectives						
8.3 Design a parking improvement plan						
8.4 Investigate funding alternatives.						
8.5 Investigate specific areas for additional parking:						
• Library						
• Ice House						
• Bank One						
• Parking behind Loop						
9.0 Create an Urban Design District for the entire planning area.	CDA/ Council	[Bar]				
10.0 Create Downtown Master Architect Program. This will include revision and adoption of existing architectural guidelines for new needs, as well as support for historic building rehabilitation.	HPC	[Bar]				
11.0 Manage and Improve Downtown special events and festivals program to support new marketing initiatives and reach more tourists for annual events. Coordinate with Chocolate City and other private festivals.	CoC	[Bar]				
12.0 Create a one-year sunset program for code enforcement.	Council	[Bar]				
13.0 Conduct environmental pollution surveys for areas targeted for redevelopment and infill. Apply for state funding assistance.	City	[Bar]				
14.0 Work with the railroads to enhance appearance of the rail corridor as indicated in the Master Plan.	DMT/ HPC/ City	[Bar]				
15.0 Create a City Facilities Master Plan to enhance and support the city civic campus for future anticipated needs in the next 50 years.	City/Con	[Bar]				

City of Burlington, Wisconsin

Downtown Redevelopment Project Implementation Program

III. Downtown Core Redevelopment District (R1)

1.0 Create Core District economic redevelopment program.	CDA/ DMT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
--	-------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

IV. Downtown CBD / Northeast Redevelopment Districts (R2 & R3)

1.0 Create Core District Economic Redevelopment Program.	RCEDC/ CDA/ City/ Chamber																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
--	------------------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Revised as of
5 October, 2000

City of Burlington, Wisconsin

Downtown Redevelopment Project Implementation Program

2000

2001

2002

2003

Revised as of
5 October, 2000

Lead
Role

2nd

3rd

4th

1st

2nd

3rd

4th

1st

2nd

3rd

4th

1st

Notes

Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

IV. Downtown CBD / Northeast Redevelopment Districts (R2 & R3) (Continued)

2.0 Create a Downtown gateway at the intersection of Milwaukee and Bridge Streets with bicycle and pedestrian connections.

CDA/
City

3.0 Redevelop the Hi-Liter Building.

Devel

4.0 Create a streetscape program for Chestnut Street as a main connection between the Downtown and the Riverfront, as recommended in the Master Plan.

HPC

5.0 Create a streetscape program for Milwaukee and Bridge Streets, including bicycle and pedestrian improvements, as recommended in the Master Plan.

HPC

6.0 Create a double-fronting program, and construct two-way rear-alley access.

DMT/
City

7.0 Address parking needs:

City/DMT

7.1 Improve parking for Dodge Street and Pine Street businesses.

7.2 Investigate diagonal parking when streets are reconstructed.

7.3 Investigate development east of Dodge Street.

8.0 Construct entrance features to Downtown and the Riverfront at Chestnut Street and Bridge.

City

9.0 Design and implement a streetscape program for Washington, Dodge, and Jefferson Streets.

DMT/City

V. Historic Mill Redevelopment District (R4)

1.0 Create a Historic Mill District Redevelopment Program. Create links between the district and Echo Lake, and determine marketing and business mix.

HPC

2.0 Define business recruitment program with a focus on (a) the water-trailhead retail and services and (b) rail orientation.

CDA

2.1 Investigate relocation of Historic Depot for redevelopment as a Visitor Center and trailhead for the Downtown and Riverfront.

2.2 Identify and recruit paddle-sports retailer and outfitter as an economic anchor.

2.3 Identify and recruit a themed restaurant as an economic anchor.

3.0 Create the White River Trail on and off the street system to link to Lake Geneva.

3.1 Explore possibilities for enhancement grants.

3.2 Create "water trail" for canoes, kayaks, etc. along west river between Burlington and Lake Geneva.

4.0 Connect Mill Street Plaza to the White River.

4.1 Investigate grade potential and explore options for a bicycle/pedestrian underpass.

City of Burlington, Wisconsin

Downtown Redevelopment Project Implementation Program

2000

2001

2002

2003

Revised as of
5 October, 2000

Lead
Role

2nd

3rd

4th

1st

2nd

3rd

4th

1st

2nd

3rd

4th

1st

Notes

Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

V. Historic Mill Redevelopment District (R4) (Continued)

- 5.0 Design and implement streetscape improvements as noted in the Master Plan.
- 6.0 Create funding program for tourism and recreation. Investigate and explore all state tourism funding grants, EPA brownfield reuse grants, transportation funding sources for rail, etc.

CoC

VI. Fox River Riverfront Redevelopment District (R5)

- 1.0 Identify and recruit a developer for the mixed-use riverfront development noted in the Master Plan.
- 2.0 Implement the mixed-use riverfront redevelopment.
- 3.0 Create streetscape improvements as noted in the Master Plan.
- 4.0 Complete public riverfront improvements.
- 5.0 Construct Jefferson Street bridge enhancements.
- 6.0 Design and construction State Street bridge to connect to neighborhood.

DMT

DMT

DMT

City

City

City

VII. River South Redevelopment District (R5)

- 1.0 Create a CBD River South District Redevelopment Program as noted in the Master Plan.
- 2.0 Create streetscape and riverfront improvements as noted in the Master Plan.

RCEDC/
CDA

VIII. CBD Edge Redevelopment District (R6)

- 1.0 Create a CBD Edge District Redevelopment Plan as noted in the Master Plan.
 - 1.1 Create a business recruitment program which targets support uses for the Downtown, Riverfront, and neighborhoods.
 - 1.2 Identify and prioritize future infill and redevelopment sites.
 - 1.3 Identify any property which requires acquisition to complete redevelopment.
 - 1.4 Redevelopment must accommodate parking on site.
- 2.0 Conduct environmental pollution surveys for areas targeted for redevelopment and infill. Apply for state funding assistance.
- 3.0 Create streetscape improvements as noted in the Master Plan.
- 3.1 Create safe pedestrian connections to the Core Downtown District and adjacent districts and neighborhoods.

RCEDC/
CDA

2003

2003

2003

2003

Downtown Redevelopment Project Implementation Program

Draft #1 / BPN / Feb 16, 2000
Draft #1 / BPN / Feb 17 2000
Draft #1 / BPN / Feb 18, 2000
Draft #1 / BPN / Mar 22, 2000